

# Air Conditioning & Refrigeration News

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## Court Grants an Injunction Under N.Y. 'Price Law'

Buffalo Case Involves Sale of Radios At Less Than List

BUFFALO—"Cracking down" on a price-cutting dealer under terms of the Feld-Crawford fair trade act, Joseph Strauss Co., Inc., Zenith radio distributor in the western New York area, has obtained a permanent injunction restraining Benjamin Melzer, one of the largest dealers in the Riverside district, from selling Zenith radios below established list prices.

Strauss also has revoked the dealer franchise on Zenith products held by Melzer, and has repurchased at cost all of the Zenith receivers which the retailer had in stock.

This is the first case in Buffalo in which a distributor has acted summarily to stop cut-price selling of radios, a movement initiated by the Buffalo Electrical Appliance Retailers Association with the support and cooperation of jobbers, wholesale distributors, and manufacturers in the western New York area.

In issuing the restraining order, Supreme Court Justice John V. Maloney said that the Strauss company (Concluded on Page 2, Column 3)

## Harry G. Seaber's Death Reported

Servel Founder Succumbs To Rare Disease Feb. 27 At Kirkwood, Mo.

DETROIT—Harry Garfield Seaber, founder and first president of Servel, and an outstanding figure in the development of refrigeration as a big industry, died at Kirkwood, Mo., Feb. 27. His illness of several weeks was diagnosed as Hodgkin's Disease only a short time before his death. Burial was at Alton, Ill.

He left a wife, Dorothy W., and three children: Alfred M., Claire, and Harry G., Jr.

For the past five years he was president of the Lucky Club Cola Co., but during the previous 25 years he initiated a number of large-scale operations in the electrical appliance field. His activities had a pronounced effect upon the electric washing machine and the electric refrigeration business.

In 1911 Seaber became one of the founders of the Brokaw-Eden Co. at Alton, Ill. Associated with him in the manufacture of electric washing machines were Paul V. D. Brokaw (now deceased) and Harold W. Eden. Seaber was vice president of the company up to 1921.

(Concluded on Page 5, Column 1)

## G-E Room Cooler Prices Start At \$179.50

BLOOMFIELD, N. J.—Suggested consumer prices for the new window and room coolers just introduced by the General Electric Co. were announced by the G-E commercial refrigeration and air conditioning department last week.

The ½-hp. window type cooler will list at \$179.50. The ½-hp. "console" room cooler is priced at \$249.50, and the ¾-hp. "console" room cooler model lists at \$369.50.

These prices are f.o.b. the factory for standard installation, and do not include freight, delivery, permits, and other like charges.

## Carrier Men Share Firm's Fortunes In 'Five Year Plan'

WILMINGTON, Del.—Approval of three-fold "Five-Year-Plan"—under which employees and officers will share generously in the "fortunes of the company," both through salary bonuses and stock issues—was voted today at the annual stockholders' meeting of Carrier Corp.

The "Five-Year-Plan" to set aside 50,000 shares of authorized but unissued common stock for distribution, as company earnings warrant, among both employees and officers came as a surprise move, but the "Salary Plan" although not officially approved until today, had been announced by J. I. Lyle, president, last Dec. 1.

The 50,000 shares of common stock are divided equally under two separate plans; one known as the "Carrier Employees Shares Plan" and the other as the "Carrier Management Shares Plan."

(Concluded on Page 2, Column 1)

## Gale Adds 18,000 Sq. Ft. To Factory Space

GALESBURG, Ill.—Eighteen thousand square feet of floor space has been added to the new Gale Products Co. plant which was completed about a year and a half ago. The recent addition will be devoted to construction of Gale refrigerators and portable air conditioning units.

In commenting on the plant expansion L. H. D. Baker, sales manager, reported that Gale household refrigerator sales are far ahead of last year. Mr. Baker attributed the advance to the reception given the Gale "Kit Plan" by dealers.

## Service Society Formed By One Group In Dallas

Pledge To Indulge 'Only In Educational and Social Activities'

DALLAS, Tex.—The threatened "storm" over an attempt to organize a local Refrigeration Service Engineers Society here has apparently blown over, at least for the time being, and the group of service men here who wanted to form the society have taken the initial steps to create such an organization.

Leaders of the group favoring such an organization are said to have visited the principal factors in the group which was opposed to an organization, who after some discussion are declared to have said in effect:

"You boys go ahead and let us see if what you say you are trying to do is true. If you are going to keep your hands clean of anything resembling union affiliation, we have no quarrel with you, and will come along."

As described in the news story about the situation published in the March 27 issue of AIR CONDITIONING & REFRIGERATION NEWS, opposition (Concluded on Page 14, Column 3)

## ROMANCE

Chronicled on this and page 5 are some fragments of the romantic early history of electric refrigeration, brought to mind by the passing of Harry Seaber, one of the organizers of Servel.

## Take Crosley Posts



GEORGE T. STEVENS



WILLIAM M. SHIPLEY

## Stevens To Manage Crosley Division

CINCINNATI—George T. Stevens has been named as manager of the refrigeration division of The Crosley Corp.

Mr. Stevens comes to Crosley directly from the Allied Stores, with headquarters in New York and retail outlets throughout the United States. With Allied Stores he was merchandise manager of appliances and hard lines. In this connection he had charge of the design, production, and marketing of private brand lines as well as of the merchandising of national brands.

Prior to his connection with Allied Stores, Mr. Stevens was regional merchandiser of appliances and hard lines for Montgomery Ward in the eastern region.

Mr. Stevens' experience in the household appliance business dates back to the time when he and his brother operated a retail and wholesale business in Wilkes-Barre, Pa. He later was advertising manager for a Pennsylvania newspaper, and was connected with a brokerage house in New York before joining the Montgomery Ward store in Jamaica, L. I. From this he was promoted to buyer for the eastern office of that company.

## Major Account Sales Under Shipley's Direction

CINCINNATI—William M. Shipley has been named manager of major account sales for Crosley Corp., Thomas W. Berger, general sales manager, announced last week.

Mr. Shipley joined the Crosley organization as district manager in the eastern territory in 1937 and in 1938 was made eastern sales manager.

Starting his career in the electrical appliance business as a retail salesman of refrigerators for the Philadelphia Electric Co. in 1925, Mr. Shipley has had a wide range of experience in the industry.

## COLDSPOT

For the "inside story," see page 6

## 290,000 Units Sold To Dealers During February

75% of Refrigerators Moved Were In 6-Cu. Ft. Class

DETROIT—February sales of household electric refrigerators smashed all records for the month (although not by so great a margin as did sales in January) with a total of 290,000 units being sold by U. S. manufacturers to distributors and dealers the world over, according to estimates made by AIR CONDITIONING & REFRIGERATION NEWS.

World sales by all manufacturers last February totaled 298,000 units. Previous high for the month was in February, 1937, when 258,000 household refrigerators were sold to distributors and dealers.

Sales to all points by manufacturers who are members of the Refrigeration Division of Nema totaled 275,366 units for the month.

A breakdown by size classes of the sales reported by the Nema members shows some rather definite trends. Noticeable this February is the great predominance of cabinets in the 6-foot capacities, this classification representing 75% of the total this February as compared to 55% of the total for the same month last year.

The official Nema tabulations also strike home the fact of the trend away from smaller boxes. In February of 1939 33% of the sales to distributors and dealers were in cabinets of smaller than 6-cu. ft. capacity; this February only 12% of the sales are in this category. On the other hand, the percentage of sales of the boxes in the 8-cu. ft. size showed a slight increase this year.

## Durstine Agency Gets Crosley Corp. Account

CINCINNATI—Appointment of Roy S. Durstine, Inc., 580 Fifth Ave., New York City, as Crosley Corp.'s advertising agency for all products has been announced by R. C. Cosgrove, Crosley vice president and general manager.

Walter J. Daily, onetime sales promotion and advertising manager for General Electric Co. in Cleveland, is a vice president of the firm.

H. G. Little, who recently resigned as vice president of Lord & Thomas, will head the agency's work on the

(Concluded on Page 2, Column 3)

## Feb. Refrigerator Tax Over \$1,000,000 Mark

WASHINGTON, D. C.—More than a million dollars in excise taxes on household mechanical refrigerators was collected by the Bureau of Internal Revenue during February, indicating a great increase in production during the month over the same period of 1939.

Collections reported for February amounted to \$1,000,820.13, as compared with \$416,887.88 in the same month a year ago.

## 'Hal' Clay To Work For Dole Co. on Coast

CHICAGO—H. E. "Hal" Clay, sales manager of Dole Refrigerating Co., has moved his headquarters to Los Angeles, where he will concentrate his efforts on the marketing of DoleCo vacuum cold plates in the territory west of the Rocky mountains.

## Dealers See Westinghouse 'Brides'



Westinghouse, in a contest starting April 18, will give away 10 refrigerators and 10 ranges each week for the best letters "advising a bride" on why she should buy one of these Westinghouse appliances. Details of the contests are being made known to Westinghouse dealers at a series of 60 conventions. A stage presentation "Ring-Time" is being given at each meeting to dramatize the introduction of the contests, and the "bride" in this picture is one of the professional actresses in the four road companies putting on the show.



## Carrier Announces Details of Plan Whereby Employees Will Share Company's Fortunes

(Concluded from Page 1, Column 2)

Distribution of the stock will be based on actual performance (ability, initiative, and productiveness); opportunity in the present job to perform and personal qualifications and cooperation of exceptional value to the company.

Under this Carrier stock plan, the company will determine its net earnings for each year after certain deductions for profits on sales or exchanges of capital assets and investments and for reserves for taxes. The only other deduction before the final earning figure under which employees will share is \$1 (one dollar) for each share of capital stock outstanding.

### HOW PLAN OPERATES

When net earnings in excess of these deductions are from \$1 to \$100,000, for instance, one share of common stock is to be issued for every \$200 of these excess net earnings. As excess earnings increase, the figure determining the amount of stock to be issued also increases until it reaches \$1,000,001 or more, when stock will be issued for every \$400 of excess earnings.

The Employees Shares Plan and the Management Shares Plan will be in effect for five years beginning with 1940 or until 25,000 shares under each plan shall be issued—making a total of 50,000 shares.

Assuming that, at the end of a particular year, there are 500,000 shares outstanding requiring a reserve of \$1 a share or \$500,000 reserve to be set aside, excess profits would be distributed accordingly.

### BENEFITS EXPECTED

For instance, if the total company net income for the year is \$600,000, there would be available for distribution 500 shares. If the net income is \$1,200,000 there would be 2,188 shares, while if the figure should be \$2,000,000, then 3,750 shares would be distributed.

"Of course, some of the employees will receive no stock participation," Mr. Lyle said. "Some who do not receive shares in one year may receive shares in other years. Nevertheless, those who receive no stock should still benefit from the plan because the additional efforts of others aroused by this stock incentive should cause increased company earnings, which would mean more cash to be paid each month to all employees as adjusted compensation under the 'Carrier Salary Plan,' announced last December."

Purpose of the plan, Mr. Lyle told the stockholders, is to provide additional compensation in the form of fully-paid Carrier stock for those of the department heads and key personnel who most favorably influence the earnings of the company. Such stock is to be issued outright to the employee, with "no strings attached," he added.

### PROBLEM NOT SIMPLE

"The problem of designing an incentive plan which would fit the many variations of our business and

be equitable to all concerned was recognized as not being a simple undertaking," Mr. Lyle said, in proposing the plan to the stockholders.

"Studies have been made of many incentive plans of various types with the idea of gaining benefit from the favorable and unfavorable experience of others. The plan which was finally adopted contains ideas gleaned from the experience of others but is 'tailor-made' to fit the business of Carrier Corp.," he explained.

This was found necessary because of the various types of employees in the company, ranging from clerks to highly specialized and experienced engineers.

### NO MINIMUM SET

Designed to give the low-salaried employees a "better break," the "Salary Plan" sets up no minimum earning figure under which the plan is not operative, nor any minimum salary level below which the plan is not fully operative. Net income or loss upon which increases or deductions are based is determined on a 12-months' profit and loss record, leading a more accurate spread of profit or loss.

During the meeting, it was announced that net income of the Carrier Corp. for 1939 was \$18,788.12, rather than the preliminary figure of \$69,099.61, which had been announced subject to audit. The revised figure was due principally to a change suggested by the independent auditors involving crediting \$45,000 to surplus, rather than to expense.

## Perfex Corp. Reports Profit Of \$98,941 For 1939

MILWAUKEE — Perfex Corp., maker of heavy-duty automotive radiators and automatic temperature controls, reported net profit of \$98,941 for 1939, as against a net loss of \$18,746 in 1938. Net sales last year totaled \$1,462,507, against \$1,013,980 in the previous year, a 44.2% increase. The company is currently erecting an addition to its plant here to provide an extra 13,000 sq. ft. of floor space.

### Purvis & Golberg Appointed Eureka Regional Managers

DETROIT—Appointment of J. W. Purvis as western regional sales manager and of O. H. Golberg as eastern regional sales manager of Eureka Vacuum Cleaner Co. has been announced by H. W. Burritt, president.

### New Leonard Dealer

ST. LOUIS—Carson Furniture Co. has been appointed a Leonard refrigerator dealer here by Graybar Electric Co., distributor. The store is one of the largest furniture retailers in the Mississippi Valley area.

## Melchior, Armstrong, Dessau Moves Office To Ridgefield, N. J.

NEW YORK CITY — Melchior, Armstrong, Dessau Co., wholesalers of refrigeration parts and supplies throughout the east and to the export trade, has moved its main offices to its new building on Grand Ave. in Ridgefield, N. J.

The company's main stock of refrigeration and air conditioning parts and supplies will be carried in the Ridgefield headquarters, the announcement stated. Melchior, Armstrong, Dessau Co. will continue to maintain 16 stores—including three in the metropolitan New York area—as distributing points.

Location of the new plant is just off of U. S. Route 1, and is within easy access of tunnel, bridge, and ferry connections with Manhattan.

The new offices will have year-around air conditioning. The two-story building which the firm is moving into has approximately 8,000 sq. ft. of office space on the top floor, and below that approximately 22,000 sq. ft. of warehouse area.

## Court Puts Burden of 'Policing' Price Law Onto Distributor

(Concluded from Page 1, Column 1)

pany must continue to make a reasonable effort to maintain the established list prices of Zenith products in the Buffalo area, or he will consider an application by the retailer to modify the terms of the injunction.

Specific case on which the application for injunction was made involved the sale by the dealer of a \$69.95 radio for \$55 plus an old radio. The court was told that this represented a discount of \$14.95 from the established list price of the machine, and was in violation of the Feld-Crawford act.

Advertisements of the Melzer firm in Buffalo newspapers, offering a \$79.95 set for \$65 plus the customer's old radio; a \$99.95 set for \$85 and the old radio; and the \$119.95 set for \$99.50 and the old radio, also were shown.

The distributor claimed that other Zenith dealers in Buffalo, who were adhering to established list prices, had threatened to discontinue handling the line unless something were done to stop this alleged unfair competition.

Advertisements of all Zenith dealers in its territory is being watched by Strauss, the court was told, and similar action will be taken against any further violations of established retail prices.

## H. G. Little To Handle Crosley Account For Durstine Agency

(Concluded from Page 1, Column 5)

Other executives who have recently joined the Durstine organization include George Cook, formerly with Stromberg Time Corp.; Walter J. Daily, one-time sales promotion and advertising manager for General Electric in Cleveland; and Matthew Hufnagel, until recently with Batten, Barton, Durstine & Osborn.

## Illinois Dealers Celebrate Completion of Rural Lines With Appliance 'Jubilee'

EDWARDSVILLE, Ill.—Celebrating the completion of 100 miles of electric power lines in the rural districts surrounding this town of 1,700 people, appliance dealers joined in a "jubilee exhibit" of 1940 major appliances, held in open-house style.

New refrigerator lines shown in the exhibit included Philco, Kelvinator, Frigidaire, Hotpoint, General Electric, and Westinghouse. Special exhibit of the entire G-E line was made by Leonard Fink and George Bechtold, Edwarsville dealers, through arrangements with James Co., St. Louis G-E distributor.

## Nema Members Sell Over 200,000 6-Ft. Boxes

The following 16 companies reported sales to the Refrigeration Division of the National Electrical Manufacturers Association (Nema) on household electric refrigerators for February, 1940:

Apex Electrical Mfg. Co., Crosley Corp., Edison General Electric Appliance Co., Inc., Frigidaire Div. General Motors Corp., Gale Products Div. Outboard Marine & Mfg. Co., General Electric Co., Gibson Electric Refrigerator Co., Kelvinator Div. Nash-Kelvinator Corp., Landers, Frary &

Clark, Leonard Div. Nash-Kelvinator Corp., Norge Div. Borg-Warner Corp., Philco Refrigerator Co., Stewart-Warner Corp., Sunbeam Electric Mfg. Co., Universal Cooler Corp., and Westinghouse Electric & Mfg. Co.

The sales of the reporting companies include units manufactured for the following concerns: Montgomery Ward & Co., Potter Refrigeration Corp., and Sears, Roebuck & Co.

### SALES FOR FEBRUARY, 1940

	Domestic	Canadian	Other Foreign	Total World
<b>Lacquer (Ext.) Cabinets Complete</b>				
1. Less than 4 cu. ft.	1,582	58	1,287	2,927
2. 4 to 4.99 cu. ft.	11,311	1,473	2,729	15,513
3. 5 to 5.99 cu. ft.	16,315	1,006	1,116	18,437
4. 6 to 6.99 cu. ft.	192,787	2,589	2,102	197,478
5. 7 to 7.99 cu. ft.	4,382	12	5	4,399
6. 8 to 8.99 cu. ft.	24,923	67	681	25,671
7. 9 to 12.99 cu. ft.	47	...	...	47
8. 13 cu. ft. and up	66	...	2	68
9. Total Lacquer	251,413	5,205	7,922	264,540
<b>Porcelain (Ext.) Cabinets Complete</b>				
10. Up to and including 4.99 cu. ft.	...	...	...	...
11. 5 to 5.99 cu. ft.	430	26	46	502
12. 6 to 6.99 cu. ft.	5,827	25	140	5,992
13. 7 to 7.99 cu. ft.	...	...	...	...
14. 8 to 8.99 cu. ft.	3,140	...	140	3,280
15. 9 to 12.99 cu. ft.	265	...	10	275
16. 13 cu. ft. and up	224	...	19	243
17. Total Porcelain	9,850	51	355	10,256
18. Total—Lines 9 and 17	261,263	5,256	8,277	274,796
19. Separate Systems, 1/4 hp. or less	65	...	486	551
20. Separate Household Evaporators	...	19	...	19
21. Total—Lines 18, 19, and 20	261,328	5,275	8,763	275,366
22. Condensing Units, 1/4 hp. or less	...	...	...	...
23. Cabinets—No Systems	13	...	3	16
Value Index*	215.0	821.0	114.0	212.0

\*Based on weighted sales for 1934, 1935, and 1936. †Includes sales and credits.

## Illinois, Pennsylvania Well Up In Sales Totals By States

States and Territories	Quantity Household Low Sides February	Cumulative
Alabama	2,362	4,344
Arizona	649	1,747
Arkansas	2,089	3,343
California	16,567	36,828
Colorado	2,023	3,059
Connecticut	3,574	7,244
Delaware	498	1,009
District of Columbia	1,661	2,783
Florida	3,675	6,014
Georgia	3,824	7,189
Idaho	1,449	2,285
Illinois	20,708	37,940
Indiana	6,922	12,897
Iowa	5,602	9,130
Kansas	2,525	4,313
Kentucky	3,511	6,250
Louisiana	3,335	5,662
Maine	1,136	1,966
Maryland	2,598	4,303
Massachusetts	9,031	18,714
Michigan	14,138	24,195
Minnesota	7,361	14,130
Mississippi	1,338	2,387
Missouri	8,177	13,798
Montana	921	1,745
Nebraska	2,007	3,674
Nevada	170	483
New Hampshire	707	1,451
New Jersey	8,988	18,289
New Mexico	428	710
New York	26,603	48,050

North Carolina	5,841	10,068
North Dakota	741	1,240
Ohio	15,658	29,594
Oklahoma	2,892	4,673
Oregon	4,072	6,778
Pennsylvania	23,927	44,572
Rhode Island	1,582	2,881
South Carolina	2,584	4,168
South Dakota	829	1,310
Tennessee	4,409	7,448
Texas	11,610	20,188
Utah	1,689	2,764
Vermont	697	1,111
Virginia	4,477	7,348
Washington	5,552	11,023
West Virginia	2,837	5,078
Wisconsin	6,897	12,511
Wyoming	457	681

Total United States... 261,328 479,576

Canada... 5,275 8,551

U. S. Possessions... 8,763 15,068

Total for World... 275,366 503,195

## Mueller Brass Profit For Quarter \$183,733

PORT HURON, Mich. — Mueller Brass Co. reported net profit of \$183,733 for the quarter ended Feb. 29, 1940, equal to 69 cents a share on 265,516 shares of stock against \$120,045, or 45 cents a share, in the February quarter of the previous year.

## COOLS without DRYING!

A GLEAMING BEAUTY WHICH COMBINES SUPERIOR COOLING WITH CORRECT HUMIDITY

Peerless FLASH COOLER

● Fits in anywhere... wide boxes, narrow boxes, walk-ins, reach-ins. Shallow—for ceiling installation in minimum space. Just the right angle to the polished baffles to permit a steady flow of properly cooled air to drift gently downward. Famous Peerless "rified" tubes, wedge-locked to a perfect bond with the integral Capacity Booster. Looks better, performs better—typically Peerless in every detail of design and workmanship. Look in the big 1940 Peerless Catalog for complete information.

See your refrigeration parts jobber.

Peerless of AMERICA

Midwest Factory, General Offices—515 W. 35th Street, Chicago  
NEW YORK FACTORY 43-20 34th Street Long Island City  
PACIFIC COAST FACTORY 3000 South Main St. Los Angeles, Calif.  
SOUTHWEST FACTORY 2218 N. Harwood St. Dallas, Texas  
EXPORT DIVISION P. O. Box 634 Detroit, Mich.

## HAVE YOU SEEN THE NEW LINE? STREAMLINE WROUGHT COPPER FITTINGS



STREAMLINE Wrought Copper Fittings are manufactured to very close capillary tolerance. The solder cups are of ample length and soldering area; they are well within the strength limits for soldered areas as determined by the National Bureau of Standards.

The pipe sockets or solder cups of STREAMLINE Wrought Copper Tees are machined—thus very close capillary tolerance is continuously maintained. Ample strength in increased wall thickness is provided where strength is most needed.

The shoulders or pipe stops are positive and at right angles to the fitting—a big help in preventing liquefied solder from entering the pipe lines.

STREAMLINE Wrought Copper Tees and Elbows are provided with heavy paper board caps which prevent foreign matter from entering the fitting in stocking, handling, etc. They also afford protection against the solder cup from becoming distorted and out of round.

Send for a copy of our Illustrated Price List.

MUELLER BRASS CO.  
Port Huron, Michigan

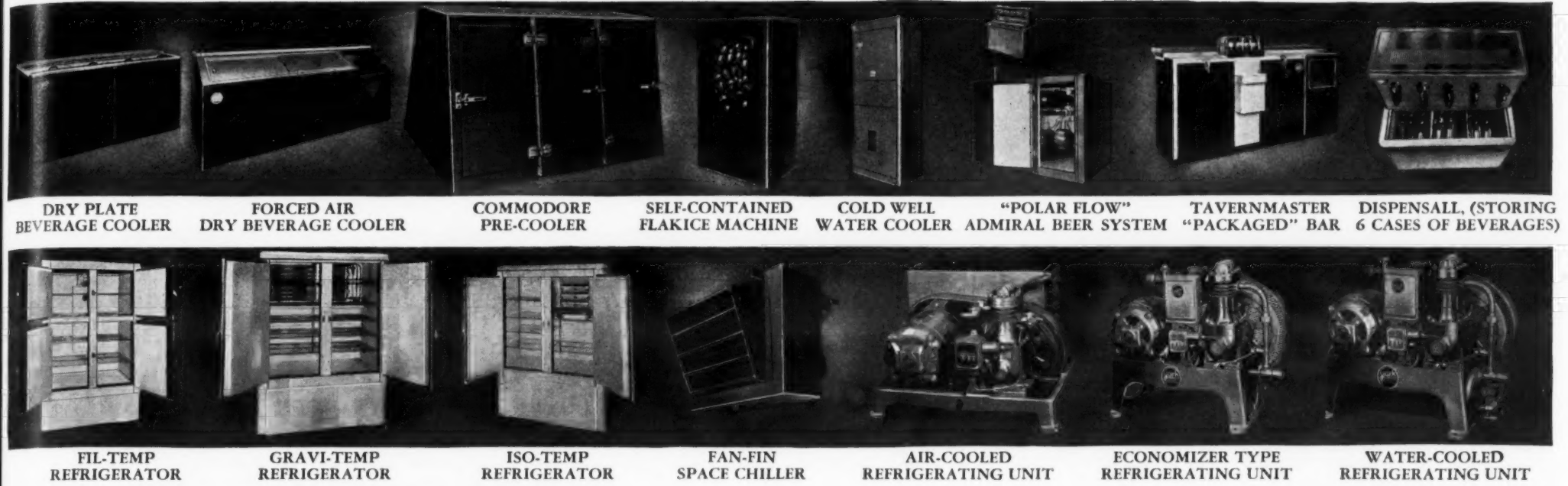


# YORK CALLS THE ROLL!

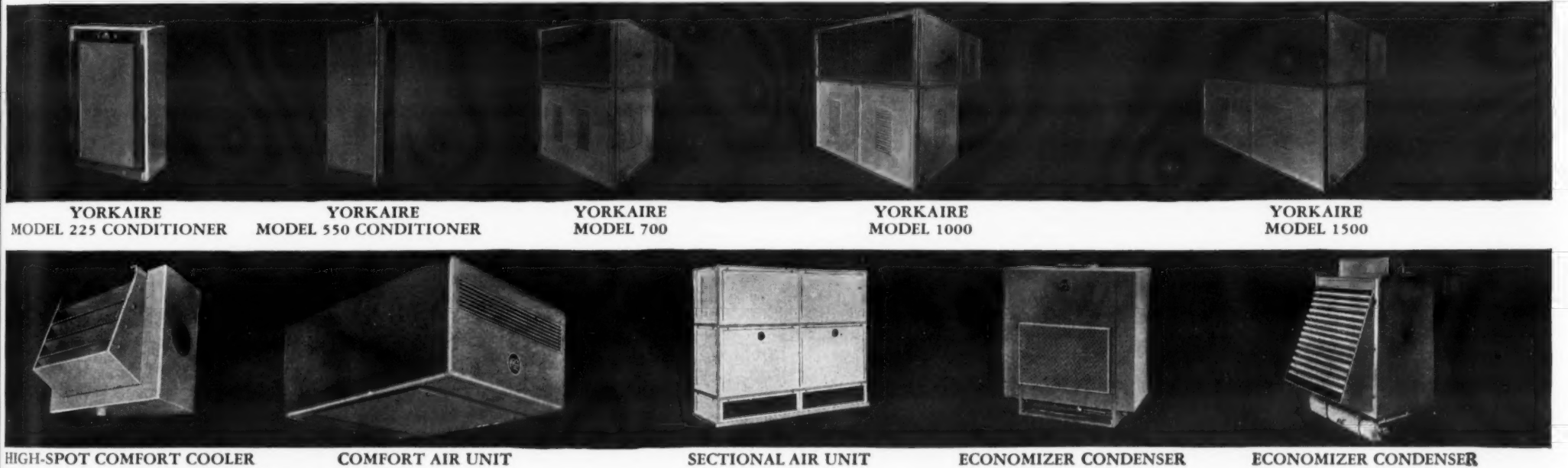
**LOOK OVER THESE  
PACKAGED UNITS**

(And there are many more!)

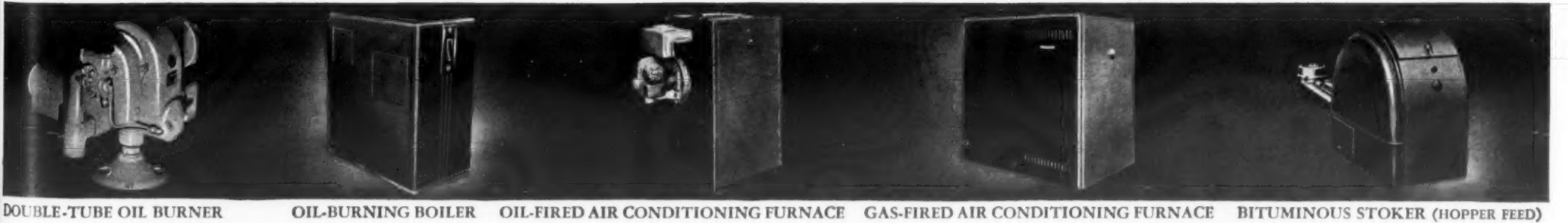
## FOR MECHANICAL COOLING:



## FOR AIR CONDITIONING:



## FOR HEATING:



## NOW YOU KNOW—YORK HAS WHAT IT TAKES...

...to give you lots of business, to attract *all kinds of* customers. York Distributors have packaged equipment to cover the field from the swankiest shops to the roadside hamburger stand, packaged equipment for offices, public buildings, factories...and packaged heating and air conditioning equipment for the home that puts you in an *all-year* business.

And don't forget that each unit of this all-embracing line carries the York trade-mark, the

mark that means more than any other in the mechanical cooling field, the mark of 55 years of leadership, more than half a century of engineering prestige that is reflected round the world. Remember, too, that the York name is before the public right now. Dramatic *institutional* advertisements remind all America this year of York and of *You!*

### and now YORK WANTS TO KNOW—WHAT ABOUT YOU?

Have *you*, too, got what it takes, the enthusiasm, the energy, the facilities to take the profits this unprecedented, *complete* new line of packaged units offers? There's still room for *more* good distributors. York Ice Machinery Corporation, York, Penna.



## HEADQUARTERS FOR MECHANICAL COOLING SINCE 1885



## Knoxville Refrigerator Sales Top 200-Unit Mark In February; 110 Ranges Sold By Dealers

KNOXVILLE, Tenn.—Refrigerator and washing machine sales both topped the 200-unit mark here in February, according to dealer sales figures compiled by the Knoxville Electric Power & Water Board, while electric ranges followed along with 110 unit sales for the month. One dishwasher unit was sold. Average unit value of refrigerator

sales for the month was \$165, while ranges sold at an average price of \$154. The lone dishwasher sold was priced at \$204.

Fifteen commercial refrigerating units were sold during the month at an average unit price of \$1,352.

Complete tabulation of February sales by Knoxville appliance dealers follows:

### Knoxville Refrigerator Sales Average \$165 Per Unit

Appliance	No. of Units	Average Sales Price	Total Sales Value
Household:			
Refrigerators	209	\$ 165	\$34,381
Ranges	110	154	16,956
Water Heaters	35	97	3,392
Washing Machines	247	80	19,865
Ironers	6	79	472
Dishwashers	1	204	204
Commercial:			
Refrigerators	15	1,352	20,285
Ranges	1	160	160
Water Heaters	4	94	375
Dishwashers	1	365	365

## Virginia Dealers' Sales Up 59% In February

ALEXANDRIA, Va.—A 59% increase in household refrigerator sales was chalked up during February by dealers in the territory of Virginia Public Service Co., when they sold a total of 486 units compared to 284 sales in the same month of 1939.

Range sales in this same area rose from 56 in February, 1939 to 71 in February of this year. Water heater sales for the month totaled 14 units, just one more than was sold in February last year.

February washer sales this year totaled 335, while only eight ironers were sold during the same month.

Commercial refrigerator sales for the month totaled 14 units.

### Now Full-Line Frigidaire

SILER CITY, N. C.—Brown Auto Supply Co., managed by Monroe McClurg, has become a full-line Frigidaire dealer here.

## Brode Is Wesco Central Merchandise Manager

DETROIT—E. C. Brode has been appointed merchandise manager for the central district of Westinghouse Electric Supply Co. with headquarters at Detroit. He will be in charge of operations for his department in Ohio and Michigan.

## This Dealer Counts Sales By the Carload

SHEBOYGAN, Wis.—The Mullen Service Co., local Westinghouse refrigerator dealer, recently used a reader type advertisement, captioned "Mullen Boys Break Record," to announce that it had delivered approximately four and one-half carloads of refrigerators to Sheboygan and Kohler users in the past two and a half years.

Robert Mullen declared that he believed approximately 30% of the firm's sales came from user leads.

## Wisconsin Association Elects Three Members To Executive Board

MILWAUKEE—Three new members of the executive committee of Wisconsin Radio, Refrigeration & Appliance Association were elected at the recent annual meeting of the organization.

New members are Paul Dye, W. H. Roth, and Herbert Koenen. Mr. Koenen was elected for a two-year term, to fill a vacancy, and the other two, along with A. Van Antwerpen, who had previously been a member of the committee, were named for terms of three years.

Mr. Van Antwerpen was named treasurer for the coming year to succeed A. G. Schleiger, who becomes a member of the finance committee. Present plan of operating the association without officers, through a secretary-manager subject to executive committee guidance, will be continued. H. L. Ashworth is secretary-manager.

## Round-Robin Sales Schools Scheduled By James Co.

ST. LOUIS—A continuous sales training program for individual dealers is being carried out with good results by James Co., General Electric distributor. W. P. McKelvey, city sales manager, has scheduled a series of daily sales meetings, around which G-E dealers are building their spring sales programs.

Appointments for these programs, which include factory films, review of successful promotions, and tips on putting across 1940 sales points, are being made by dealers a month in advance.

## Hennigh Heads Sales For W. E. Titus, Dallas

DALLAS, Tex.—Jack Hennigh, formerly of the staff of the Crosley distributor in Wichita, Kan., has been named sales manager of W. E. Titus Wholesale Co., Crosley distributor here.

R. G. Justin has joined the Titus organization as a district representative. He formerly was with the Westinghouse distributorship here.

## 'Bright Sayings' Contest Aids Nebraska Sales

OKLAHOMA CITY, Okla. — A "Bright Sayings of Children" contest combined with a 15-minute program of recorded music is one of the activities being currently conducted by Oklahoma Gas & Electric Co. as part of its spring refrigerator campaign.

Music is by the Allen Roth transcription orchestra. Five pin-up lamps are given away on each program for the five brightest sayings of children received. The contest is open to all, even to employees of the utility.

The OG&E program is broadcast three times a week—Monday, Wednesday, and Friday—at 6:45 p.m. over station WKY, Oklahoma City.

## Sheboygan Dealers Stage City-Wide Showing

SHEBOYGAN, Wis.—A special 16-page newspaper supplement was used by 12 local electrical appliance dealers to help promote a city-wide refrigerator show.

Cooperating stores included Nitze's Radio Doctors, featuring Philco refrigerators; H. C. Prange Co., Kelvinator; Prange-Geussenhainer Co., Hotpoint; Rickmeier-Fedler, Norge; Gamble Stores, Coronado; Sears, Roebuck & Co., Coldspot; Sheboygan Appliance Co., Gibson; Sheboygan Dry Goods Co., and Weinkauff Electrical Co., Frigidaire; Trilling Hardware Co. and Wisconsin Power & Light Co., General Electric Co., and Montgomery Ward.

### New Philco Dealership

RACINE, Wis.—Lincoln Hardware Co. has been named Philco refrigerator dealer here.

# LOOK!

# Amazing New Retail Business!



## Now—Efficient Air Conditioning for Home and Office at a new low price!

Model 61 shown above. Gives complete air-conditioning service! Draws in fresh outside air... wrings the moisture out of it... filters out dust and pollen... COOLS it... and gently circulates it about the room. Stale inside air is rapidly removed and constantly replaced with fresh, filtered, clean air—brisk and energizing. Street noises are shut out. You live and work in peaceful comfort, regardless of outdoor weather! And it's priced amazingly low.

## MAIL COUPON NOW!

PHILCO, Air Conditioning, Dept. 520  
Tioga and C Streets, Philadelphia, Pa.

Please send me full details of your dealer franchise proposition on Philco-York Air Conditioners, together with Discounts and Special Wholesale Credit Terms. Also send big new Illustrated Book.

NAME \_\_\_\_\_

STREET \_\_\_\_\_ COUNTY \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_

There's a Philco-York Air Conditioner for every size room, now priced as low as...

# \$129<sup>50</sup>

## PHILCO ALL YEAR 'ROUND

HOME RADIO • AUTO RADIO • TELEVISION • PHONOGRAPHS  
RADIO TUBES • PARTS • REFRIGERATORS • AIR CONDITIONERS • DRY BATTERIES



## Saga of Servel—a Romantic Chapter In the History of Refrigeration

(Concluded from Page 1, Column 1)

In January, 1922, he started the Seaber Johnson Co. (forerunner of Servel) in Detroit to manufacture an electric refrigerator designed by Howard Denny. Denny is now vice president and chief engineer of the Sunbeam Electric Mfg. Co., Evansville, Ind., which makes Cold-spot refrigerators for Sears, Roebuck & Co. Other members of the Seaber Johnson firm were Carl W. Johnson and Fred E. Hazard (present address: Croydon hotel, Chicago, Ill.).

Between 1922 and 1926 the business went through several reorganizations. The name was changed to National Electric Products Co. and the plant was moved to Chicago. W. Morris Tibbitt, who had previously been connected with Sears-Roebuck, joined the National Electric Products Co. and through him a contract was made with Hercules Engine Co., Evansville, Ind., to manufacture the refrigerating machines.

The name of the company was then changed to Ser-Vel Corp. (of Indiana) and later became Servel Corp. (of Delaware). Seaber continued as president until May, 1926.

Servel became a 22-million dollar corporation in August, 1925, when electric refrigeration stocks became prime favorites of the public. Servel was especially attractive to public utility men.

### N.E.L.A. COMMITTEE MAKES FAVORABLE REPORT

It was during the previous year at the convention of the National Electric Light Association, that the committee on domestic electric refrigeration made a favorable report on the development of this application of electric service. The committee's OK had been anticipated by the insiders with the result that hundreds of public utility men got in on the ground floor in the purchase of Servel stock.

In October, 1925, the Committee on Domestic Electric Refrigeration of the Association of Edison Illuminating Companies (the personnel of this committee was practically identical with that the N.E.L.A. committee) issued a report containing the following paragraphs:

"The most notable achievement since our last report is the production of self-contained units (combined cabinet and machine) of small size, which sell at approximately \$250.00 to \$325.00 f.o.b. point of manufacture. This attempt on the part of manufacturers to meet an insistent demand for a lower priced unit is highly commendable, and marks an important step in the line of progress.

"The three machines mentioned in our report last year as being commercially satisfactory, namely Frigidaire, Kelvinator, and Servel, still maintain their prominent position both in quantity of production as well as in public favor. Other manufacturers are also making progress as is shown by test records following."

"It is estimated that with some twelve million or more homes using central station service today at least one million of these are financially able to buy refrigerating equipment at present market prices of from \$250.00 and up. Present manufacturing facilities are probably not in excess of from 150,000 to 200,000 machines annually. On that basis it will take several years to supply the present potential market, and we are adding approximately another million homes to our lines every year, making another 100,000 new pros-

pective customers each year after the first one million has been supplied."

H. G. Scott, previously vice president of Columbia Gas & Electric Co., joined Servel as chairman of the board in 1925 and later succeeded Seaber as president. During Scott's regime the Hercules plant was purchased from Sears-Roebuck. Servel also took over two plants of the Wheeler Condenser & Engineering Co. during this period of rapid expansion.

On the Servel board of directors were C. M. Kittle, president, Sears, Roebuck & Co.; John J. Brown, president of Wheeler Condenser & Engineering Co.; R. M. Searle, president of Rochester Power & Light Co.; W. V. Swords of Tobe & Kirk; M. J. Whitsen of Stone & Webster; and George Q. Palmer.

### BLUEBIRD WASHER TECHNIQUE APPLIED TO SERVEL

Fred E. Hazard, who teamed with Seaber in 1922 to promote Servel, had previously been his competitor in the washing machine business. Hazard had organized the Bluebird Appliance Co. in St. Louis in 1919.

That was shortly after the sudden end of the war when armament manufacturers were searching for new products which could be made by the metal working machines with which their mammoth plants were well equipped. Many of them turned to the electrical appliance field and numerous companies now in the business got their start at that time.

The Bluebird washer was the most sensational development of all so far as the electrical industry was concerned. It was an artistic, streamlined creation which appeared before streamlining had ever been heard of. Moreover, the advertising was entirely new and original. Nothing like it had ever been used before in selling electrical appliances.

The Bluebird business lasted only eight months, when a violent quarrel among the stockholders resulted in bankruptcy proceedings, but during its short life 58,000 machines were sold. The first Bluebird advertisement appeared in a four-page color insert in Electrical Merchandising, April 15, 1919. A page in the Saturday Evening Post appeared in the issue of May 31.

Seaber had a page in the Post advertising the Eden washer soon afterward. For several months both Bluebird and Eden used pages and double-page spreads in the Post, often in the same issue. Washing machines became big business as other manufacturers joined in the fast pace set by Harry Seaber and Fred Hazard.

### SERVEL'S SPECTACULAR CAMPAIGN STARTS FRENZIED ACTIVITY

When the two high-speed operators started the ball rolling in a big way at Servel in 1925, the effect on the electric refrigeration industry was much the same as it had been in washing machines. Kelvinator, the oldest concern in the field, had been growing slowly and conservatively. Frigidaire, with the same management as the Delco Light Co. and with the background of National Cash Register salesmanship, had been considered a high pressure outfit. However, both companies were galvanized into a new burst of speed by the spectacular Servel promotion.

A host of new companies entered the field. Every inventor who had a refrigerator model in his basement dusted it off and found a ready buyer. Millions of dollars were invested in the stock of both old and new companies and electric refrigeration became a "blue chip" industry.

Plenty of headaches came in the wake of the boom. Stock speculators took a beating. Stock promoters lost their prestige and following, but the industry acquired a momentum which has kept it going at break-neck speed to this day.

After leaving Servel in 1926, Seaber acquired a controlling interest in the Wise McClung Co., New Philadelphia, Ohio, manufacturer of vacuum cleaners. He was there for about two years. Afterward he became vice president of the Conlon Corp. in Chicago, washing machine maker. He was also connected with Meadows Mfg. Co. (washing ma-

chines) at Bloomington, Ill., for a short time.

This delayed report of Harry Seaber's death, and these few highlights of his career, will doubtless stir vivid memories in the minds of many industry pioneers. More of the story should be written. Names and dates are here recorded for correction or amplification.

The Saga of Servel is a romantic chapter in the history of electric refrigeration. That word "saga" seems rather appropriate since it originally meant "an ancient Scandinavian legend" and since the control of Servel later fell into the hands of an astute Scandinavian in Stockholm.

### AXEL WENNER-GREN WINS BATTLE FOR CONTROL

When Servel was "in the money" a contract was made with Axel Wenner-Gren, owner of the Electrolux refrigerator patents which had been developed in Sweden by a pair of high school students, Platen and Munters. An enormous price was to be paid for the absorption system which can be operated by gas or kerosene flame.

In the meantime the company suffered heavy losses and strenuous measures became necessary to keep the business afloat. A battle for control was fought between the "Brady interests" and the "Dillon-Read interests." At first the former group were in the saddle. They put Colonel Frank E. Smith in as president. He had a reputation as a business "doctor."

Later the Dillon Read interests gained control and Herbert H. Springford was elected president. He came from the steel industry.

Default on the Electrolux contract resulted in giving Axel Wenner-Gren the upper hand and he selected Louis Ruthenburg to head the business. Ruthenburg had been president of Copeland and later was manager of the Refrigeration Division of National Electrical Manufacturers Association (Nema).

Under Ruthenburg's direction Servel discontinued relations with Sears-Roebuck, dropped the manufacture of household electric units (but retained the commercial electric line) and concentrated on the gas-operated units in the household field. This program has proved to be highly successful and Servel is now a big profit maker for its stockholders.

Carol A. Miller has the distinction of being the oldest employee of Servel. In fact, he was the first employee of the original Seaber Johnson Co. and has been with the business continuously ever since. Furthermore, he is the only man who holds that record. He is now Pacific Coast representative of Servel.

Another pioneer who became identified with Servel in 1925 is E. T. Williams. He served as consulting engineer in many important negotiations. Williams was the first donor of early models to the Refrigeration Museum, now being sponsored by AIR CONDITIONING & REFRIGERATION NEWS. The collection will eventually be presented to the Edison Museum at Dearborn, Mich.

William Reynolds joined Servel in 1925 as assistant advertising manager. He is now advertising manager of the company. Harold Childs, who was vice-president and sales manager under Seaber, died in December, 1938.

## Dealer Plans To Keep Meat In Refrigerator Right Through Summer

DALLAS, Tex.—Long-term storage of fresh meats in a household refrigerator to highlight the storage facilities of the new models is the forceful sales producing demonstration of North-Bell Hardware Co., Crosley dealer here.

A quantity of fresh meats, including pork, beef, and chicken, were placed in the freezer compartment of the demonstration refrigerator on Jan. 11. It is planned to keep these same cuts of meat in the refrigerator throughout the summer, according to A. C. Van Buskirk, appliance manager of the firm, as a dramatic proof of the refrigerator's storage possibilities.

The demonstration is said to be attracting wide attention among women who visit the store. After two months of floor presentation without aid of newspaper advertising, the firm published results of the experiment in a full-page newspaper advertisement, bringing a considerable increase in prospect traffic.

To capitalize on the increasing interest, the demonstration refrigerator was placed against a black velvet backdrop, and a new Crosley gas range was added to the display. This move made it possible to demonstrate the advantages of the range as a companion kitchen piece for the modern home. The demonstration of freezing food for long-term preservation brought many telephone inquiries.



## Ansul has paralleled the evolution of refrigeration's mechanical perfection with perfection in Ansul gases

For twenty-five years a group of men in northeastern Wisconsin, in the city of Marinette, on the shore of Green Bay, have worked without ceasing to make their products better products. When mechanical household refrigeration arrived to enter upon its period of spectacular growth, this group of men strived continually to match refrigeration's increasing mechanical perfection with an equal perfection in the quality of their product.

Out of their first achievement—the lowering of the moisture content of sulphur dioxide to a percentage necessary for successful refrigeration—the perfecting of an anhydrous gas—grew the name of the firm, ANSUL Chemical Company.

Other achievements followed: Ansul pioneered in the production of refrigerant gases free from all impurities, constantly uniform in quality. And out of this came the well-known Ansul slogan, "Clean, Pure, Dry."

Ansul has never asked its friends to accept the purity of Ansul gases on faith. Every Ansul

cylinder bears a tag certifying to individual analysis for purity and dryness.

When Ansul introduced methyl chloride, and, most recently, Ice-X (for the elimination of ice-trouble in mechanical systems), the wide and good acceptance these products received throughout the industry was gratifying endorsement of the Ansul method.

Down all our twenty-five years, those of us who are Ansul-in-person have worked sincerely to match the goodness of our products with honest, friendly service.

And nowhere has this work been better done than by the men who make up the Ansul Jobber organization.

We are proud of these men—as proud of them as we are of our products.

If Ansul has served you during this past quarter century, let us here formally and warmly thank you for your business. If not, there is an Ansul Jobber near you who will welcome the opportunity to serve you with care and with friendliness.

# ANSUL

SULPHUR DIOXIDE,  
ICE-X, METHYL CHLORIDE

ANSUL CHEMICAL COMPANY  
MARINETTE, WISCONSIN

**MASTERCRAFT**  
**ADJUSTABLE**  
**PAD**  
**and**  
**CARRYING**  
**HARNES**

NAME OF REFRIGERATOR

Efficient, sturdy and economical. Provides safer handling and thorough protection of refrigerators. Pad and harness are separate units and both adjustable to practically all styles and sizes of cabinets.

Adjustable Pad \$9.75 each  
Adjustable Harness \$4.95 each  
f.o.b. Chicago.

Lettering on pad at only \$1.00 per order extra. Write for latest folder and prices on pads for refrigerators, washers, ironers, ranges, radios, etc.

**BEARSE MANUFACTURING COMPANY**  
INCORPORATED 1921  
3815-3825 Cortland Street, Chicago, Illinois



## PERSONALITIES

By George F. Taubeneck

### Coldspot Changes

One of the questions frequently asked around the household refrigeration industry recently is: "How will the new price schedules affect Sears?"

Your reporter set out to learn the answer to the question, talking to Herman Price (head of the Sears-Roebuck appliance department) in Chicago, and to W. A. Carson, J. H. Schroeder, and Howard Dennedy (Sunbeam's head men) in Evansville.

The answer is: "They don't like it. It hurts already."

Not only does it appear that the current low prices on nationally advertised makes will affect Sears refrigerator volume, but the prices came at a time when the "mail-order" crowd least wanted them.

"We knew it was coming some day," says President W. A. Carson of Sunbeam, "but we wish it had held off for a couple of years."

You see, Sunbeam (which manufactures the units and half the cabinets for Sears Coldspot refrigerators) is in the process of changing over from open-type to hermetically sealed units.

That's an expensive process, as other manufacturers well know. With their present costs on those units, they're in poor position to reduce their own prices.

"We're going after quality now," smiles Herman Price. "First we had to get volume. We got that. And now we're going to give 'em quality."

### Sunbeam Gave Sears A Lucky Break

At the present moment Sunbeam is turning out 250 hermetically sealed units a day, out of a total production which ranges currently from 1,100 to 1,400 units per diem. (That isn't a high production for Sunbeam.) Ratio of rejects to approved compressors on the hermetic line is understandably high at present.

By next year, Messrs. Carson, Schroeder, and Dennedy hope, the Coldspot line will be 100% equipped with the hermetic units.

Personally, they don't see why they ever had to change. Mr. Dennedy's compact little Rotorite unit was—and is—a good performer, as is commonly known in the trade. Sears has followed the same policy on this open-type unit as G-E inaugurated on the hermetic: if it didn't work, it was shipped back to the factory. Returns have averaged less than 2%.

Why, then, should they change over? Answer: Competition forced 'em into it. Salesmen have been able to say: "Yes, but the Coldspot has the old-fashioned unsealed unit."

That word "unsealed" has always sounded messy to a woman, and Coldspot salesmen (who can become quite grim when talking about the subject) claim they have lost a lot of sales just because of this one epithet.

So Sunbeam is changing over. They aren't telling anybody yet (this will be the first public notice), because they don't want the four-out-of-five customers who get the "unsealed" units to feel gypped; but next year they hope to be in the swim, and by 1942 to have their costs down on manufacturing the unit.

Incidentally, Sears may never know how lucky they were when they contracted for the production of that Rotorite unit.

Had they bought practically anything else available back there when they went into the business, they would have been bogged down with grief in three years. Their stores, of course, had no service facilities.

Only Mr. Dennedy's advanced little unit saved them from an experience even more disastrous—because on so much greater a scale—than the costly experiment they have made with a kerosene-operated absorption refrigerator (into which they sunk more than a million dollars in a couple of years).

But in Howard Dennedy they acquired a designing engineer who probably had more experience than any other man they could have found—and a man who was an inventive genius. And in W. A. Carson and J. H. Schroeder they had two of the canniest and most painstaking manufacturers in the business.

It was a piece of colossal good fortune that this trio was already marketing the Rotorite unit when Sears decided that other manufacturers had sufficiently promoted the refrigerator market to make it worth their while to dip into the gravy.

Incidentally, Messrs. Carson, Schroeder, and Dennedy have done all right for themselves, too. They are all wealthy men.

### The Sunbeam Trio

Howard Dennedy (as those who attended the "Old Timers Reunion" at the News offices last November will recall) was born a refrigeration engineer. His father was one, and made many contributions to the art—such as bringing to America the first sulphur dioxide ever to reach these shores.

By the time Howard (who had grown up, oddly enough, in Dayton, Ohio) had gone from the University of Chicago to Massachusetts Institute of Technology, he knew more about refrigeration than the instructors, and was giving the lectures in the course!

After receiving his degree from M.I.T. in 1908, he returned to work with his father at building ice plants, which he continued up until the War, when he went into the U. S. Ordnance Department.

In 1919 he joined Frigidaire as Experimental Engineer; in 1920 he went to Kelvinator as Chief Engineer; and in 1922 went over to Servel as Chief Engineer. That was really making the rounds!

By 1929 he had finally developed his Rotorite compressor, which he took around the corner (from Servel) in Evansville, to the Sunbeam Mfg. Co., which had been making locomotive headlights. That was back in hectic 1929.

He found there, in Mr. Carson and Mr. Schroeder, two men who knew a good mechanical device when they saw one. Furthermore, they knew how to manufacture. They took Mr. Dennedy and his Rotorite under their wings immediately.

Unfortunately for Sunbeam headlights, but fortunately for Rotorite, there came the Depression. As one can readily imagine, in the early 1930's the market for locomotive headlights ranked somewhere alongside of that for home pipe organs and gentlemen's gentlemen. So they started out to peddle Rotorite.

At first they sold it to several small manufacturers—Bohn, Gurney, Belknap, and Sears. What? Sears a small "manufacturer" ever? Right. In 1930 Sears sold the magnificent total of 100 units; in 1931, it was 3,000; and in 1932, the scoresheet read 8,000. Mighty small potatoes.

And that's where Herman Price came into the picture.

### Herman Price—Inquiring Mind

This department realizes that even in mentioning Herman Price we are going to make a lot of people in this business pretty sore. He is called everything from "the industry's smartest merchandiser" to "that \$&!!\*\*\* So-and-So." Why should we "give" Mr. Price any "publicity," we shall be asked by more than one Indignant Subscriber.

But if the people who bristle at the mere mention of the names of "Price" and "Coldspot" (synonymous in two different meanings of the one-syllable word) will only read further in this rambling essay, they may discover a few things they can use to their own advantage.

It is the first time the Sears refrigeration story has ever been told, and the story is interesting, no matter how much damage you may feel Sears has done the industry.

Herman Price practically grew up in a department store, going to work in one at the age of 16. One day in a department store he saw a washing machine demonstration by a factory representative. The representative singled him out, persuaded him to sell washing machines in a leased department, and from then on the course of his life was shaped to fit the career of appliance merchandising.

Eventually he became the head of the washing machine department in the Davis Store, and later took over the merchandising of all appliances for that Chicago cut-rate department store.

In 1932 he went over to Sears, to liquidate the electric refrigerator business.

They were vastly overstocked; and he was known as a fast mover of low-priced appliance stocks. His inquiring mind went to work, however, and he discovered some things that eventually changed the whole course of the household refrigeration industry.

### From 4 To 6

Herman Price discovered that it was relatively easy to move the 6-cu. ft. refrigerators at a price; but difficult to sell the others. He learned that the difference between the cost of manufacturing a 4-cu. ft. refrigerator and a 6 cu. ft. was relatively little—yet the price differential might be \$50 or \$60, or even more!

Well, thought he, if the public really wanted 6-cu. ft. boxes (as his liquidation experience apparently proved), and they could be sold much cheaper than prevailing prices, why not stay in the business, concentrate on sixes, and see what happened?

That's just what Sears did, and with these results: 58,000 units in 1934; 138,000 units in 1935; 217,000 units in 1936; 258,000 units in 1937; 205,000 units in 1938; and 285,000 units in 1939.

What Mr. Price did, of course, was take the industry's candy away from it. With a 4-cu. ft. box selling at around \$100 it had a real price leader. People would be lured into the store by the price, would see that the box was too small for their needs, and could be "sold up" to the six.

But Sears started selling 6-cu. ft. refrigerators at the hitherto-unimaginable price of \$139.50 in 1935, followed by \$149.50 in 1936. Those prices practically pushed the fours off the market—except for apartment house sales.

And now you have the entire industry selling sixes at \$115. That's not a profitable price for anyone—including Sears. You still have to "sell up," but it's more difficult now. It must be done on a basis of gadgets and interior decorations.

(Incidentally, just try to buy an \$89.50 Coldspot "price leader" in a Sears store. The experience is somewhat comparable to trying to rent the \$4.00 rooms at the Waldorf-Astoria.)

### Only 500 Dealers

When you talk to Herman Price today, he will give you a most charming and eloquent discourse on why the refrigeration industry is making a mistake in emphasizing its low prices this year.

One guesses that he would be a happy man if the industry's business paper, through its editorials, could sufficiently influence industry thinking to move prices back upward to a point where he still had his advantage.

Nevertheless, he does make some points which are more than academically interesting, and which might be useful to other merchandisers.

Obviously, when one concern can rank third in the industry with only 512 dealers—the number of Sears stores (mail order sales are less than 3% of the total)—there must be something besides low prices contributing to the result.

(Mr. Price points out that the fact he has only 512 dealers contributes enormously to those low prices. Actually, Coldspot manufacturing costs are slightly high—about \$38 for the open-type unit, and around \$40 for the box, depending, of course, on the amount of interior equipment. But the overhead of dealing with only 512 retail outlets is so much less than that of a manufacturer who has several thousand dealers and distributors that his sales costs are considerably reduced.)

So it may be worth while to consider some of his points, no matter what motive he may have had in making them.

He claims, for example, that his styling may have been fully as important as his pricing.

"When we started out," he recalls, "we had to make virtues of necessity."

We had little floor space, so we had to have a short line—and we concentrated on sixes. We didn't have trained salesmen, so we had to have boxes that would literally sell themselves through their appearance."

It worked right away, right after the first refrigerators designed by Raymond Loewy appeared on the floors of Sears stores. So every year the Coldspots have been redesigned, whereas the rest of the industry has contented itself with retooling every other year.

Retooling each year is expensive. Only the biggest concerns can really afford to do it. Yet it has paid off for Sears.

### Good Salesmen

Third important factor, alongside of low prices and high styling, is one which really became effective in 1936. Yet, Mr. Price maintains the rest of the industry still hasn't caught onto it.

That factor is: experienced, well-paid salesmen.

From the first, Mr. Price allowed his refrigerator salesmen only 5% commission. But they each received a drawing account of \$20 weekly, every week in the year.

Hence they stayed with the Sears stores. While competitors were hiring, training, and losing new squads of salesmen every spring, Sears was holding the same salesmen year after year. Their cumulative selling experience, Mr. Price claims, is now by far the greatest in the business.

"Manufacturers," declares Mr. Price (he pronounces it "mahnoofacturers") make the mistake of believing that if 1,000 dealers can sell 20,000 refrigerators, 5,000 dealers could sell 100,000 refrigerators. Likewise, dealers make the mistake of thinking that if 10 salesmen can sell 100 refrigerators, 30 salesmen can sell 300 refrigerators.

"Thus they are led into the error of hiring poor men. Their company and their product are represented all too often by poor salesmen. Even their few good salesmen aren't at their best, because they have to split their territory with the poor ones, and don't make enough money to stay satisfied. And so it happens that their poor salesmen or dissatisfied good salesmen have to compete with our good, satisfied salesmen. It makes for an unequal contest."

He also points out that Coldspot refrigerator salesmen are not allowed to sell anything else. They have to sell Coldspots the year around. As a result, the Sunbeam plant has a remarkably even manufacturing curve, running 12 months a year. That seems almost unbelievable, until they show you the charts and figures down at Evansville.

### Summing Up

In addition to low prices, then, Coldspot sales volume may be attributable to:

1. Annual model changes, highly styled, and a short line.
2. Few big dealers, each with relatively small sales crews who are paid a weekly drawing account, and who sell nothing but refrigerators 12 months per year.

Perhaps the Sears merchandising policy could be summed up in the following short sentence: "Change your models, but not your salesmen."

Next week we'll look further into their operation.

★★★★★★★★★★



Mills Condensing Units

By Mills Novelty Company

4100 Fullerton Ave., Chicago, Ill.

★★★★★★★★★★

**Now, CURTIS Advertisises in**

3 and 5 ton Packaged Type Air Conditioner.

7½-10-15 ton Remote or Central Type Air Conditioner.

# TIME

THE WEEKLY NEWSMAGAZINE

● To help you sell more Curtis Packaged Air Conditioners, Curtis advertising now appears in Time, The Weekly Newsmagazine. Every advertisement will tell 700,000 Time readers of the many advantages of the complete Curtis line of packaged air conditioners.

Curtis offers packaged air conditioners of from 3 to 15 tons capacity, designed to meet the requirements of all classes of retail establishments, offices, stores, etc. You can increase your profits by selling Curtis air conditioning to this vast, growing market.

Curtis Packaged Air Conditioners cool, dehumidify, filter and circulate the air and are adaptable for heating. They are quickly installed, readily financed and are easily transported to new locations if desired.

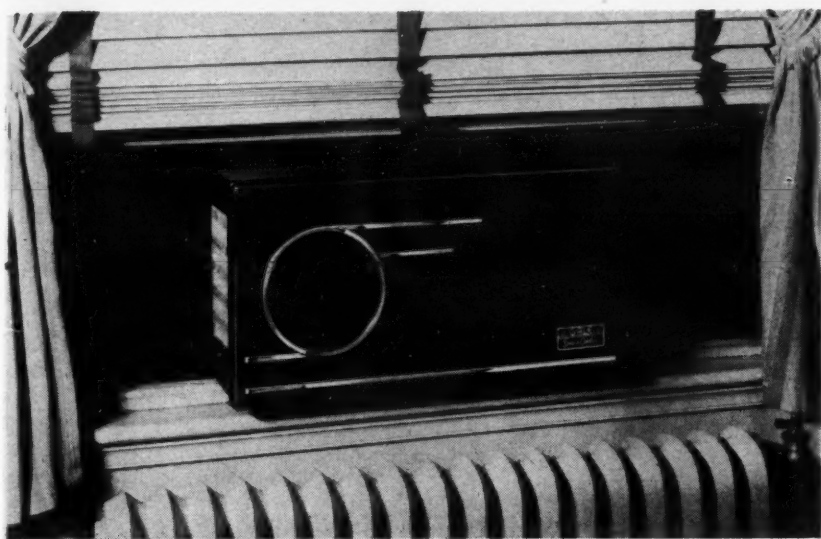
Meet the demand with Curtis Packaged Units. Display them on your floor to the thousands of your prospects who will see Curtis advertising in Time. Write today for information on the complete Curtis line.

**CURTIS REFRIGERATING MACHINE CO.**

Division of Curtis Manufacturing Co.  
1912 Kienlen Ave. St. Louis



## New Gale Window Unit



### Gale Cooler Prices Start At \$129.50

GALESBURG, Ill.—“Air conditioning has reached the point where appliance dealers can do a profitable volume with window-type units,” declared L. H. D. Baker, Gale Products sales manager, in announcing two portable air conditioning units to be marketed at \$159.50 and \$129.50.

“Our three years’ experience with these units under all conditions has convinced us that this “package-type” plug-in appliance, with its convenience and economy, is the answer to the public’s very real desire for air conditioning. Any dealer with a sales crew capable of selling electric refrigerators, washing machines, or ranges, can profitably sell a volume of portable air conditioning units,” Mr. Baker said.

Similar in appearance to previous Gale models, the deluxe unit has a capacity of 4,700 B.t.u. per hour and features complete disposal of water created by condensation. This water is vaporized and discharged to the outside in the form of a mist. Efficiency has been increased an estimated 20%.

The unit is equipped with an acoustical liner which deadens sound and results in a new quietness of operation. A two-way switch permits the conditioner to operate as a circulator only for year-around ventilation. An adjustable grille directs the airflow.

The Gale deluxe portable air conditioning unit is recommended for cleaning, cooling, dehumidifying, and circulating the air in rooms of average size.

The company’s standard unit is basically the same in operating principle as the deluxe conditioner, but does not have all the refinements of the other model. Capacity is 4,000 B.t.u. per hour.

Both Gale units are finished in a neutral color to harmonize with

room decorations, and have chrome trim. They require no special wiring or plumbing, and are installed by setting in a window sill and plugging into a light socket.



## Value of Air Conditioning Exports (Including Heating) Jumps 27% In 1939 To Reach Total of \$2,134,655; Asia Absorbs 44%

WASHINGTON, D. C.—Shipments abroad of American air conditioning equipment in 1939 were valued at \$2,134,655, a gain of 27% over the corresponding trade in 1938, the Department of Commerce reports. Self-contained air conditioning units comprised about one third of the trade in both years.

United States exports of air conditioning equipment to Asiatic markets last year totaled \$947,925, representing 44% of the total shipments to all countries, and a substantial gain over the corresponding shipments in 1938, which were valued at \$613,872. Iran was the best export customer during 1939, taking shipments valued at \$288,126, compared with \$95,403 in 1938. British India was the third best market, U. S. exports to that country totaling \$190,249, compared with \$154,646 in the preceding year.

Shipments to other important Asiatic markets during 1939 and

1938, respectively, were as follows: Netherlands Indies, \$118,232 and \$95,356; British Malaya, \$82,135—\$51,194; Hong Kong, \$46,449—\$13,977; Philippine Islands, \$51,189—\$79,026; Iraq, \$39,890—\$15,177; and Saudi Arabia, \$26,594—\$31,481.

Usually the best U. S. export market for air conditioning equipment, Canada dropped to second place in 1939, with purchases of \$204,181, compared with \$227,942 in 1938. Exports to Latin American markets totaled \$504,310, a large increase over the 1938 trade, valued at \$311,252.

Sales to Brazil more than doubled during the year, reaching \$163,780, compared with \$68,875 in 1938. Larger shipments also were made to Colombia, \$56,448 against \$8,648; Chile, \$44,006—\$16,666; Mexico, \$65,148—\$21,956; Venezuela, \$48,234—\$43,132; and Peru, \$31,075—\$29,491. United States air conditioning

equipment shipments to Europe totaled \$227,115 in 1939, compared with \$205,810 in 1938. Substantially increased exports were made to Great Britain during 1939, shipments totaling \$108,771, compared with \$66,208 in the preceding year.

Other European markets taking fairly sizable shipments in 1939 and 1938, respectively, were as follows: Germany, \$18,783—\$15,251; France, \$15,053—\$23,439; Soviet Russia, \$11,967—\$16,039; Netherlands, \$11,812—\$12,476; Sweden, \$11,708—\$8,782; and Yugoslavia, \$9,446—\$7,366.

Ranking as the fifth best export market for U. S. air conditioning equipment in 1939, South Africa took shipments totaling \$140,482, compared with \$125,045 in 1938. Shipments to Egypt dropped during the year, however, to \$45,188 from \$88,817 in 1938. Sales to Australia also declined, to \$40,078 from \$65,456.



## Interested in quick freezing? (and who isn't nowadays?)

### READ HOW "FREON" REFRIGERANTS MAKE LOCKER PLANTS MORE PROFITABLE

COOLING EQUIPMENT using one of the “Freon” refrigerants offers so many advantages to locker plant operators that it is now used in the majority of new installations.

The most obvious advantage of “Freon” refrigerants is their complete harmlessness to foods of any kind. There is no danger of heavy losses through spoiled meat, vegetables, fruit or berries if any of the refrigerant should leak out. Many owners of locker plants have found that demonstrations of the complete harmlessness of “Freon” refrigerants to foods are very effective in soliciting business.

“Freon” refrigerants permit use of the newer and more modern methods of refrigeration, where direct expansion is used instead of brine coils. The plate system of quick freezing, employing compressors using “Freon” refrigerants, provides the fastest and most economical type of freezing. Foods in direct contact with the plate freeze faster than when they

rest on pipes, which provide only a fraction of the direct cooling area. Packages retain their attractive appearance . . . there are no ridges such as may be formed by pipes. There is less frosting of plates, and if frost occurs, it can be removed quickly and easily with a brush. This is an extremely important advantage.

The compactness of the plate system, and the speed with which it freezes foods, means that a smaller quick freezing room can be used, thus giving you more locker space to

produce income. Furthermore, there is no need to invest in large amounts of iron pipe.

Initial costs are less than for brine systems operating at freezing temperatures. Where brine is used at extremely low temperatures in order to cut down on the amount of pipe used, the necessity of cooling the brine to such a low temperature results in high operating costs.

Further, brine at extremely low temperatures presents serious defrosting problems, and increases the dehydration of unwrapped foods. Neither of these problems occurs when systems employing “Freon” refrigerants are used.

These are some of the reasons why an ever-increasing proportion of new locker plants install compressors using “Freon” refrigerants. Be sure to make a thorough examination of the advantages of “Freon” refrigerants before you make up specifications for locker plant installations.



# FREON

REG. U. S. PAT. OFF.

*safe refrigerants*

\* “Freon” is Kinetic’s registered trade mark for its fluorine refrigerants.

KINETIC CHEMICALS, INC., TENTH & MARKET STREETS, WILMINGTON, DELAWARE

## Railways Get 738 New Cooled Cars In '39

NEW YORK CITY—A total of 738 new air conditioned railway passenger coaches were placed in operation during 1939, according to figures released by the Association of American Railroads. Class I railroads and Pullman Co. had 11,715 such cars in operation on Jan. 1, 1940, the association’s report showed.

Greatest increase during the past year was shown by Class I railroads which accounted for 574 of the new cars. Pullman Co. added 164 during the year.

### Swan Song

BUFFALO—General Air Conditioning Co., Inc., western New York representative for General Electric, is going out of business, it was announced by Lars Hedstrom, president. The company, located at 3094 Main St., has handled the General Electric line for about three and a half years.

Mr. Hedstrom said he has no immediate plans for the future. He said the business was closed because it was “unprofitable.” Mr. Hedstrom also has resigned as treasurer of the Air Conditioning Council of Western New York.





## AIR CONDITIONING & REFRIGERATION NEWS

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## Ten Negatives of Air Conditioning

AIR CONDITIONING, after a few years of roseate positives, has become a business which is almost entirely spoken of today in terms of negatives. Almost everybody, including this publication, has had a fling at pointing out what was the matter with air conditioning.

There is no doubt that the negatives have been deserved, and that the industry has needed purging of the poisons which had been allowed to permeate its system. And there are evidences that the sharp criticisms the industry has received have done considerable good.

### Movement Toward Sanity Gaining Momentum

At the present moment, as the spring-and-summer selling season is getting under way, there are more encouraging factors to be seen than have been observable in any past season. Particularly commendable are the attempts now being made toward cooperation and collaboration in telling a united, rather than a wildly confused, story to the public.

Nevertheless, the seeds of discord have been widely sown in the industry, and no doubt some of the same shoddy tricks which have so damaged the business will still be practiced in the field. In this connection, it may be interesting to note the set of "don'ts" recently issued by Dr. Willis H. Carrier:

### How To Avoid Trouble In Air Conditioning

1. "Don't make rash promises about miraculous 'cures' for various ailments through air conditioning. Air conditioning may help to alleviate suffering of hay fever victims, for instance, but will not cure them.

2. "Don't sell inadequate equipment just to make the sale. A room cooler will not condition a large store.

3. "Don't allow people to 'show off' their air conditioning systems by running them '40° cooler than outside.'

4. "Don't take anything for granted in figuring or installing

a system. Air conditioning is an exact, mathematical science and should be treated as such.

5. "Don't stop trying to cut costs where it can be done legitimately and without affecting the efficiency of the system. Hundreds of subsequent installations may depend upon it.

6. "Don't cease looking for new outlets and markets for air conditioning. Twenty years ago, we would never have dreamed of installing equipment in the deepest gold mine in South Africa.

7. "Don't place outlets so breezes keep the boss cool and give his secretary a 'pain in the neck.' One person, conducting a 'one-man campaign against air conditioning,' can do more harm than 10 satisfied customers can do good.

8. "Don't fail to sell air conditioning for winter use as well as summer. More and more people are recognizing its year around value.

9. "Don't 'pinch pennies' when installing equipment and ductwork. You'll save your client money in the long run through lower operating cost and satisfaction.

10. "Don't take anything for granted about the public's knowledge of air conditioning. Educate the general public, wherever possible, to the advantages of true air conditioning. Progress in development of the industry can be traced to the public's insistence on equipment which performs the full functions of air conditioning."

This seems like sound advice, in view of lessons the air conditioning business has learned at great cost. Most of the industry's grief has been of its own making; but now that "warning" signs have been erected over common pitfalls, less grief and more profits should be expected.

## Give American Genius A Chance

ARGUMENTS against New Deal policies are frequently met with comments like: "But would you let people starve?" or "Look at all the humanitarian things that have been done for the common man."

Just what has been done for the "common man" is a matter which in itself is open to debate. But, for the moment, granting that some "humanitarian" legislation has helped the "common man," it can also be pointed out that enough other damaging blows have been dealt to our economic system that the supposed benefits received by the "common man" (definition: "pressure groups") have more than been cancelled by waste and sabotage in other lines.

### Cost of Gold Purchase

#### Program Paid By Everyone

One can call attention to the enormous subsidies that the government is giving the British Empire, Russia, Japan, and Mexico, for example, by its purchase of gold and silver at prices approximately twice the market value of those metals—commodities which the government does not use or put into circulation, but buries.

By so doing, we are financing the wars of the world. We have helped pay for Japan's invasion of China, Russia's invasion of Finland, Great Britain's rearmament program, and the mainte-

nance-in-power of Mexico's communistic regime. All we have received in return is an enormous addition to our public debt. But that is also a story in itself.

Even more important (or disastrous) is the deification of personal helplessness, the discouragement of individual pioneering, the breakdown of morality which have been fostered by New Deal paternalism.

### Scientist Tells How U. S. Can Revive Prosperity

For damning evidence, listen to the words of a great American scientist, one of those who could follow in the footsteps of the Edisons, the Bells, the Fultons, and the Steinmetzs to lead America on to new heights of prosperity—if the government would give him a chance. The scientist is Dr. William Jay Hale of the Dow Chemical Co.

Doctor Hale, guest speaker at the annual banquet of the Detroit chapter of the American Institute of Banking in the Hotel Statler, Saturday night said:

"We went to the government for support in the development of organic materials for industrial uses. It is the one real key to the unemployment problem. Why, the government wasn't interested in solving that problem," he stated.

"Every unemployed man gets his support from the government and every unemployed man means a vote to keep these politicians in power. They don't want those 10 million voters to get jobs because then they couldn't control their votes," he said.

Asked just how chemists could create 10 million jobs quickly, Doctor Hale retorted that one product alone could absorb the nation's entire unemployed.

"That product is alcohol," he said. "In the near future, all cars will run on alcohol because it's potentially a far superior fuel to gasoline. Every year, this nation consumes 20 billion gallons of gasoline. Let's say that we use a 10% alcohol fuel, which incidentally is also a better fuel than pure gasoline. It would take three million more men on the farms to produce that two billion gallons of alcohol.

## They'll Do It Every Time . . . By Jimmie Hatlo



"Why we would have to be careful not to create jobs too fast.

"Did you know that Germany today is running cars and airplanes on part alcohol?" he asked. "There's a little town in Nebraska where they're selling a 10% alcohol gasoline to the farmers at a premium of 1½ cents a gallon. And they buy it because it is far superior in every way to ordinary gasoline."

### How New Deal Doles

#### Prevent New Developments

Doctor Hale said that one of the greatest potential raw materials in existence is the castor bean from which castor oil is produced. He pointed out that hundreds of thousands of pounds are imported from South America each year.

"We tried to get some southern farmers to experiment with them as a new crop. These farmers were being paid not to plant cotton so they declared that inasmuch as castor beans are a soil depleting crop, and the government would halt their benefit payments if they planted them, they weren't interested.

"We then told them to forget the government and we would pay more for castor beans than they got for not planting cotton. But they still weren't interested because it meant extra work and they were sure of the government money.

"I tell you this New Deal has made us a nation of defeatists," Doctor Hale charged. "We just haven't got any spirit left, but we better start getting some pretty soon or the rest of the world will leave us behind."

## LETTERS

### If You Don't Want To Spend \$200 - -

3903 Benton St., N. W.  
Washington, D. C.

Sirs:

Your name has been suggested to me by McGraw-Hill, 330 W. 42nd St., New York, N. Y., as follows: "I am sure they will be able to supply you with the information you need."

My need, or desire, is for information on servicing of household refrigerators without expenditure of any great amount of money, which would

be a hardship on me and mine at this time. I have opportunity where I work of obtaining experience with several makes of such refrigerators, and I am desirous of supplementing this by the study of a plain understandable treatise on as many different types as is possible with above limitation?

Please do not consider this as a request, or authority, for sending a representative of a school having a \$200.00 or \$300.00 course of instructions to call on me.

LUKE B. ROBERSON

Answer: The Master Service Manuals on household refrigeration are available at \$1 per copy from any of the leading refrigeration supply jobbers, or may be purchased direct by mail. These books are entirely reliable and understandable.

### Locker Plants In Vermont

T. S. Brennan  
Architect and Designer  
Middlebury, Vt.

Editor:

I would like to receive your booklet on Locker Refrigeration Plants which, I have been advised by General Electric is published by you. I am enclosing herewith my check in payment for same. Should the charge be otherwise let me know and I will send you the correct amount.

I would like to obtain information regarding the use of saw dust for insulation and a method of preventing condensation therein, lessening its effectiveness. Can you advise me where this information may be obtained?

If you have any other information affecting all phases of such plants I will appreciate you sending me same with any charges in connection therewith. Also any laboratory to which I may refer my inquiries particularly regarding insulation.

T. S. BRENNAN

Note: Does anybody know how to turn sawdust into insulation? Any material which absorbs water is worse than nothing.

### And Locker Plants In Texas

OK Grocery  
Crockett, Tex.

Sirs:

Enclosed find check for \$1, please send us Mr. P. B. Redeker's book, Manual LS-1.

We are installing a 150 locker system in connection with our grocery. We noticed writeup on book in the Progressive Grocer.

J. C. SAUNDERS, OWNER

### Hold Everything

811 Chicago Ave.  
Evanston, Ill.

Sirs:

Before the next issue of your valuable paper can reach me, I will have changed my residence, so to avoid the chance of missing a copy, will you please delay mailing until I am able to advise you of a new address?

JOHN BIDDLE



## Full-Size Ovens Feature New Crosley Electric Ranges; G-E, Frigidaire Announce Special \$100 Models

CINCINNATI—New and improved features mark the new 1940 line of Crosley electric ranges, just announced. Full-size oven is used in all models, from the apartment size to the large deluxe model. All ovens have 2 inches of fiber glass insulation.

Other standard features include one-piece seamless top, Chromolox surface units, each with 6-heat control switches, and Chromolox "Heat Flo" units with 5-heat switches. Ovens in all models are 17 inches wide, 15 inches high, and 20 inches deep, are equipped with indicating thermostat for accurate, automatic heat control, and provide fast pre-heating.

Deluxe model M-840 is full porcelain finish inside and out. It has a one-piece united cooking top with insulated work space. There are two



Crosley M-840.

6½ inch and one 8-inch Chromolox units, a built-in 6-quart deep well cooker, all of which are controlled by separate 6-heat switches. An appliance outlet is also provided.

It has a fast heat, one-piece porcelain lined oven, with heat distributor over bottom unit, smokeless broiler grille, three utility drawers, and toe-room base. Floor space required is 40 inches wide by 24 inches deep; overall height is 41 inches. Combination lamp, electric clock, timer, and minute minder is available at extra cost.

Model M835 has a divided top, of one-piece construction, with two 6½ and one 8-inch Chromolox "Heat-Flo" units, a built-in 5-quart deep well cooker, all controlled by 5-heat switches, and appliance outlet. The oven is the same as in model M840, with smokeless broiler pan and utility drawer. Floor space required is 36 inches wide by 22 inches deep, overall height is 41 inches. The lamp set, as with model M840, is available at extra cost.

Apartment model M830 has the same full size oven as the two larger models and the same 2-inch fiber glass insulation, three Chromolox "Heat-Flo" units and controls the same as model M835, as well as appliance outlet. Floor space required is 20 inches by 24 inches; overall height is 41 inches. It is adapted to modern built-in kitchens.

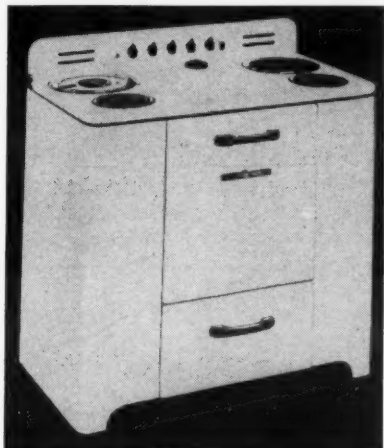
### 142,318 Household Washers Shipped in February

CHICAGO — Household washer shipments in February were second highest in the industry's history, reaching 142,318, an increase of nearly 10% over February shipments last year, according to figures reported by American Washer & Ironer Manufacturers Association.

Ironers shipped in February totaled 10,183, compared to 9,601 for February of 1939.

BRIDGEPORT, Conn. — Certain economies in respect to accessories and trim, plus a careful analysis of public demand, paved the way for the entry of the newest challenger in the \$100 electric range class—General Electric's model BX40.

Three five-speed Calrod surface units, a 6-quart thrift cooker, and a four-heat oven comprise the cooking equipment of this new range. Two of these surface units are 6 inches in diameter, and are rated at 1,250 watts; one is an 8-inch,



General Electric BX40.

2,100-watt unit. The thrift cooker is rated at 625 watts. Oven is equipped with two open coil units, the upper of 2,200-500 watts and the lower of 2,000 watts.

The range is finished in white and is built to the floor, with a black alkali-resistant toe-cove base. It has an all-porcelain-enameled, one-piece body, and one-piece stain resistant cooking top.

Oven is located in the middle of the range, just below the cooking surface. Immediately beneath it is a large storage drawer.

Non-tip oven shelves are brightly finished, and the drop-type oven door is counterbalanced. Oven pilot light is on the backspasher, as are all switches. There is a single aluminum pan, easily removed and cleaned, under each surface unit, and two porcelain enamel drip trays in the oven. Broiler pan is porcelain enameled, and oven lining is of blue porcelain. A bi-metallic type oven temperature control has a finger-fit dial.

Optional equipment includes clock, timer, chrome-plated electric kettle with self-protected Calrod units, and white glass lamp shade.

### Table-Top Ironer



Kelvinator Model 30-D ironer is for use in homes where space is at a premium.

DAYTON, Ohio — Plunging into the thick of the competition for the \$100 electric range market, Frigidaire has made its bid with Model B-10-40, a base type range which bears a suggested retail selling price of \$99.75 in Zone A.

This new unit is said to have all basic construction features of the



Frigidaire B-10-40.

other standard and deluxe models in the Frigidaire line, including a full size twin-unit oven, high speed broiler, regular five-heat surface units, "Thermizer" cooker, one-piece stainless porcelain cabinet and working top, silver contact switches, and armored wiring.

Price of the B-10-40 is \$20 less than the suggested retail selling price of the B-15-40, which previously had been the lowest priced household base type model in the company's line.

## Deluxe 8-Cu. Ft. Model Added To Dayton '40 Refrigerator Line

BUFFALO—A new deluxe 8-cu. ft. model, fully equipped with convenience features, has been added to the 1940 Dayton line of household refrigerators manufactured by Heinz & Munschauer here.

This model has a large "speed freezer" evaporator equipped with ice cube trays and a dessert tray which may be removed to provide storage space for frozen foods or other bulky items. There also is a full-view glass-covered vegetable crisper. Blue trim on the evaporator door matches the plastic handles on the crisper and the defrosting tray.

Center shelves of this refrigerator have dual position supports which make possible a variety of shelf combinations. A large, hinged-type non-refrigerated storage compartment is located in the base of the cabinet.

This new model was added to the line, the company explains, in a further effort to cash in on the growing demand for refrigerators of larger capacity.

### February Cleaner Shipments Gain 28% Over 1939

CLEVELAND — Vacuum cleaner sales for February totaled 144,373, an increase of 28% over the 112,322 sales reported for the same month last year, according to figures released by Vacuum Cleaner Manufacturers Association. It was the second highest February in the industry's history.

Cleaner sales for the first two months of the year totaled 264,541.

## Stewart-Warner Promotes Terry and Eckstein

CHICAGO—Promotion of William F. Terry and Paul Eckstein, both of Stewart-Warner's radio division, has been announced by the company.

Mr. Terry, formerly assistant purchasing agent for S-W radio parts, has been appointed radio division superintendent in charge of production. His new duties include the supervision of all production and assembly for S-W radios and parts.

Mr. Eckstein, who has been working in the home office of the company's radio division, has been placed in the southeastern territory as a radio and appliance field man.



A simple, efficient tool for hard pulling jobs such as flywheels, fans and pulleys—universal for all make refrigerators. Rotating arms grip in any position—internal or external pulley—odd and even spoked wheels. Hex head power screw has narrow band to facilitate hand turning. Made of special steel, hardened and tempered. Fully guaranteed. Sold by mill supply and refrigeration jobbers.

J. H. WILLIAMS & CO.  
225 Lafayette St., New York, N. Y.



Improve Refrigeration Service  
...Cut Operating Costs

## with Genuine FRIGIDAIRE THERMOSTATIC EXPANSION VALVES

To Properly Balance and Control Refrigeration Equipment

● You'll find Genuine Frigidaire Thermostatic Expansion Valves meet every requirement for the efficient, economical operation of your refrigeration equipment. They are designed to meter an adequate supply of the refrigerant to the evaporator regardless of the load—giving you proper balance and control of your refrigerating equipment constantly!

The Genuine Frigidaire Thermostatic Expansion Valve is compactly constructed. Top quality—made of non-corrosive metals and sealed against infiltration of air and moisture—with a frictionless self-aligning, self-cleaning needle. Available in capacities from ½ to 25 tons. May be used for Freon 12, Sulphur Dioxide, and Methyl Chloride.

Contact your distributor at once for full details.



### EASILY ADJUSTED...

1. TO CONTROL CAPACITY so that all of the active surfaces of the evaporator are in use at ALL TIMES!
2. TO MEET REQUIREMENTS OF SUPER-HEAT SETTINGS for various commercial applications.
3. TO MINIMIZE REFRIGERANT SURGE AND SWING to maintain constant capacity of the evaporator.

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District Offices: Baltimore, Boston, Charlotte, Chicago, Cleveland, Kansas City, Newark, New York, Philadelphia, Pittsburgh, San Francisco



## Fedders Dallas Branch Now In Larger Quarters

DALLAS, Tex.—Fedders Mfg. Co. has moved its Dallas branch to 2118 Main St., where increased warehouse facilities accommodate a larger stock of all products, including the new line of wall type and Series 73 unit coolers, and a full stock of valves and coils. Complete product display is maintained at the new location.

## South Omaha Shop Takes Line

OMAHA, Neb.—George Huettelmaier of South Omaha Electric Shop has taken on the Gibson line of refrigerators.

From 1/4 to  
25 TONS  
of refrigeration

Brunner Refrigerating and Air Conditioning equipment comprises air and water cooled condensing units for practically all types of commercial applications up to and including 25 tons of refrigeration... Catalog promptly on request. Brunner Manufacturing Co., Utica, N. Y., U. S. A.



FOR YEARS THE SYMBOL OF QUALITY

## 'Accordion-Like' Plates Designed For Fountains

LANSING, Mich.—A system of low-side soda fountain refrigeration equipment for original installation or replacement service is being promoted by Kold-Hold Mfg. Co.

A new Kold-Hold flat plate on each side of a row of ice cream cans will provide, the company claims, ideal dipping temperature or ample cooling for packaged novelties. The plates operate at  $-2^{\circ}$  to  $2^{\circ}$  F.

Adjustable feet and side brackets give these units accordion-like flexibility, it is said, so that they may be fitted to any fountain, old or new.

There is nothing about the system to wear out, leak, corrode, or require service, the manufacturer states, and there is no odor of any kind. Further claims state that the compressor operates much less frequently with this system, and the "stored cold" equalizes and uniform temperatures for peak-load operation.

A change to this Kold-Hold equipment requires no engineering adjustment of basic design. The top is simply removed, the old brine or alcohol tank and sleeve lifted out, and the new plate assembly adjusted to fit the compartment.

Evaporator arrangement is such that the refrigerant circulation is completely around the outside of the unit so as to assure even and progressive freezing toward the center, which further assists in maintaining long running and long off-cycles for the condensing unit, it is said.

## Boys Store Named Dealer

RHINELANDER, Wis.—The Economy Boys Store here has been named dealer for Leonard electric refrigerators. Richard Teschner is manager.

## New Interior Features Added To 'Koldrink'

CINCINNATI — A new bottle cooler employing a forced dry air cooling system, powered by a hermetic compressor of new design, and bearing a five-year warranty has been added by Crosley Corp. to its line of Koldrink beverage coolers.

Among the features of this new unit is an automatic interior light which operates with the opening and closing of the storage compartment, sliding and removable wire baskets for bottles or for food, wire dividers for segregating various brands of beverages or warm bottles most recently added to the box, and automatic control for the prevention of freezing.

The aluminum-finished tank is  $16\frac{1}{4}$  inches deep and nearly  $8\frac{1}{2}$  cu. ft. in capacity. It is said to be able to hold over seven cases of 6-ounce bottles, over five cases of 12-ounce bottles, 28 half-gallon bottles upright, or 45 quart milk bottles upright. Wire baskets are  $3\frac{1}{4}$  inches high, and hold 6 or 12-ounce bottles, cans,  $\frac{1}{2}$  pint or pint milk bottles, or packaged food.

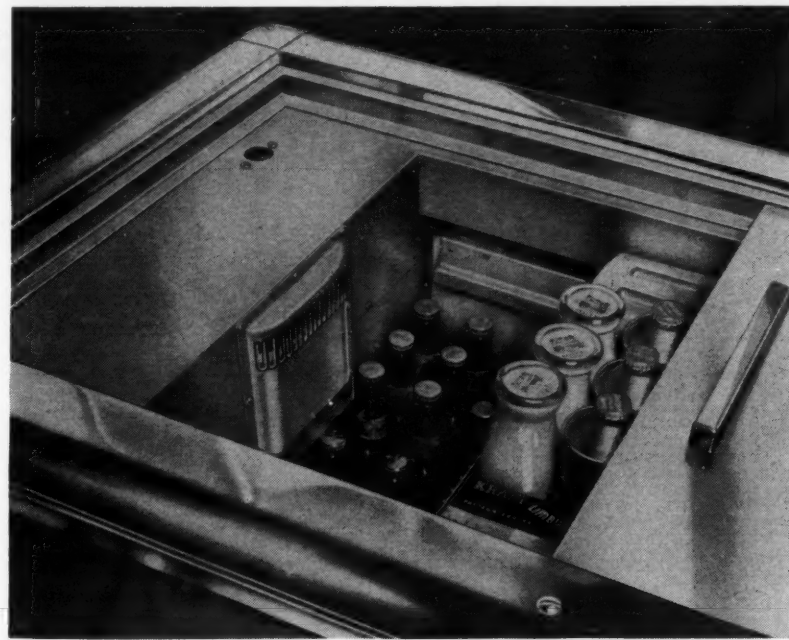
The heavily insulated covers are of stainless steel, as is the top rim of the cabinet. Cabinet body is of 20-gauge bonderized steel with baked-on green enamel.

Overall dimensions are: height,  $37\frac{1}{4}$  inches; length,  $45\frac{1}{16}$  inches; width,  $26\frac{3}{16}$  inches. Net weight is 332 pounds, shipping weight, 384 pounds.

## Byrne Sells Frigidaire

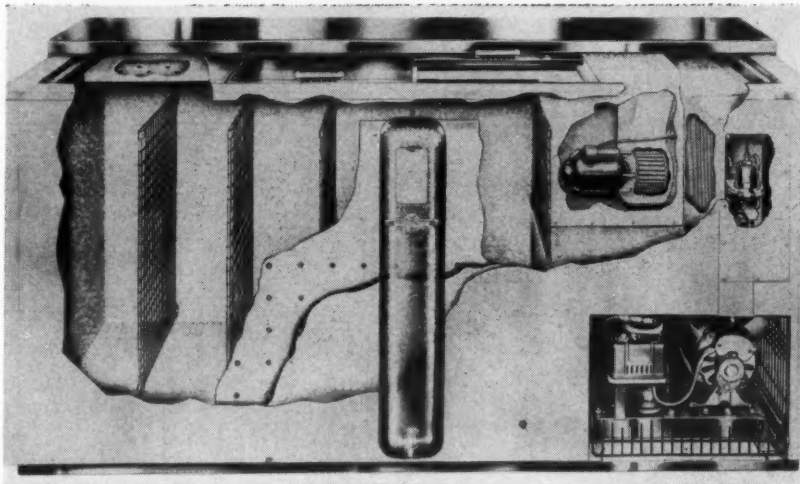
ROCKINGHAM, N. C.—J. T. Byrne, who has had considerable experience in selling commercial refrigeration equipment, has taken on the complete Frigidaire line of household appliances here.

## Crosley Introduces New Bottle Cooler - - -



Forced air cooling through louvered openings, an automatic interior electric light, and removable wire baskets are some of the features of Crosley's new bottle beverage cooler.

## - - - And Frigidaire Does Likewise



Cut-away view of Frigidaire's new "dry" bottled beverage cooler. Refrigerated forced air is sent through the metal duct located at the top and toward the rear of the cabinet out of the way. This cold air leaves the duct through circular perforations. Passing down over the bottles which are to be stacked between the adjustable screens shown, the air is drawn back through the perforations in the lower half of the high narrow duct shown at the front of the cabinet liner. Through this duct it is drawn back and again sent through the refrigeration coils for recooling and the start of another trip through the cabinet. Shown at lower right is the refrigerating compressor in a compartment providing cross ventilation.

## 'Equalizing' Duct Used In Frigidaire Cooler

DAYTON, Ohio—Two new dry storage bottled beverage coolers, one having a capacity of 400 12-ounce bottles and the other with a capacity of 660 12-ounce bottles, have been added to Frigidaire's 1940 line of commercial refrigeration equipment.

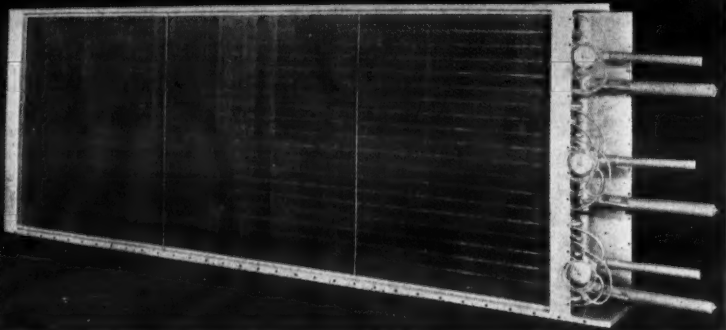
These coolers use a continuous down-draft flow of forced cold air, delivered through an "equalizing" duct at the top of the cabinet. The cold air flows downward through perforations in the bottom of this

duct. It then passes over the bottles stored in the cabinet, cooling the top bottles first. The air is then recirculated through the cooling coils and again introduced into the cabinet.

Designed for under-counter location, the lids of the cabinet slide from front to rear on stainless steel tracks. Compressor is located in one corner of the cabinet base and is provided with cross ventilation. It is so arranged that it may be slid forward or back on a special track to facilitate cleaning or servicing.

In addition to bottled beverages, food items may be stored in a compartment provided at one end of the cabinet.

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DRY Kool BEVERAGE COOLER



## Dust Off the Old Prospect File —It's Full of Replacement Leads

**But Dealers Will Have To 'See 'Em To Sell 'Em'  
On Advantages of Deluxe Models**

Prospects for replacement refrigerators are where you find them, Mr. Keating says—and in this, the fourth of his series of articles on this growing market, he gives some pertinent tips which any dealer can use to dig out gilt-edge leads on deluxe equipment buyers.

Canvassing, in one guise or another, is almost an essential in getting any sizeable piece of this business, Mr. Keating contends—but he gives a worthy alternative, the "appliance survey" method.

By Paul W. Keating

In order to sell the best refrigerator models in your line to replacement market customers you'll have to do some merchandising.

Now the term "merchandising" sounds pretty important and complicated. The experts in any line like to have a good, round dignified name for their specialty, because it sounds impressive. But if we substitute for "merchandising" the real meaning of the term—making it easy for customers to buy—the complications drop away.

Make it easy for customers to buy your deluxe models. But, to do that, you must first find the customers. And that means prospecting in the replacement market. How can you get the leads this rich market offers this year?

First, if you have access to a file of customers who bought mechanical refrigerators in the years 1926-1935, go to that file. Blow the top layer of dust off, and then go to work on it.

### NEW LEADS FROM OLD

Of course the address may be different now. You'll have to check up on that. But even in the larger cities, changes in address won't cause as much difficulty in setting up a live list of these prospects as you might imagine. Market studies dating back to 1930 show that about three out of four of these early customers for mechanical refrigeration were home owners. They are in the upper income groups.

A few of these Grade "A" prospects will have bought a replacement box sometime during the last three years. But the great majority of them are still trying to get along with the old box. They're actually paying for a new one, in terms of operating cost and inconvenience, even though they haven't made a replacement!

You'll notice that this first prospecting method implies outside selling. You get a lead and then go to call on the prospect. If you have a better way to interest that prospect in buying a new box, well and good. But it's doubtful that there is any better way. Prospects do come into the sales floor to buy. But there are many more who will choose to buy a new suite of furniture, a new car, or a new piano instead of a refrigerator unless you go to them with your sales story instead of waiting for them in the store.

### THE SURVEY METHOD

Now for another prospecting plan that will give you well-qualified leads: the survey method. It isn't hard to spot the residential territories where the majority of refrigerators were sold 8, 10, or 12 years ago. You can go into those territories and make a thorough investigation of the entire appliance market.

By all means, make this a genuine, legitimate survey. Getting over-all market information is your first objective. Don't worry about the leads until your check on a territory is complete. Most dealers who do this job properly employ junior sales-

men or market investigators hired specifically for the purpose. That leaves the way open for an experienced salesman to call back later on each qualified prospect.

If you are going to these homes and asking for complete information about each major appliance—its age, brand, approximate price paid, experience of the user with the appliance—you are asking a real favor of the householder. Obviously, any sale approached immediately on this first call can hardly be greeted with great goodwill by the prospect who has courteously cooperated in giving you information about your market.

### DON'T MUFF YOUR CHANCE

So don't abuse this privilege either on the original call to explore the market nor on follow-up calls. Naturally, if a prospect invites information about a 1940 appliance, the way is open for selling. Otherwise see to it that your first purpose is simply to carry out a thorough market investigation.

Results of such an inquiry may be used to plan the season's selling program, sales quotas, and so on. The direct leads you get are important, but they should be kept secondary to the major objective of over-all market information.

The amount of useful detail that can be uncovered by such a survey, when it is properly handled, is amazing. Women will often tell investigators that they are perpetually annoyed because their present refrigerator has no convenient place to keep tall bottles; or that they can't keep salad materials crisp and fresh; or that when they buy a new box, they want one with a porcelain enamel finish, pull-out shelves, or a door handle that's easier to manipulate.

### DOUBLE-EDGED DOPE

All this information serves a double purpose. It tells you what selling points to stress with all your prospects. And it tells you what particular advantages the individual prospect wants when she's ready to buy.

The market survey, even on the limited scale outlined here, can be overdone. It can be handled carelessly and without regard to future goodwill. But when it is planned right and carried out according to plan, it serves the customer as well as the salesman. That's as it should be.

Enterprising dealers and salesmen have found a number of other ways to build a list of well qualified prospects for replacement boxes. Those who were not operating in the appliance field ten or more years ago often seek out the successful salesmen of that time who have gone into other fields. It is interesting to note that many of these men have won good positions for themselves not only in the refrigeration industry but also in other lines of business.

A Chicago salesman who came into the refrigerator business four years ago has recently talked with

half a dozen of these "old-timers." One is the promotion manager of a large Loop office building, another is sales manager of a drug store chain, a third is an account executive of an advertising agency. All of them were glad to give useful information about the territories they had sold in earlier years.

### FOLLOW SERVICE LEADS

Another fertile source of leads is your own service department, where service calls reveal the inadequacies of obsolete boxes. This, of course, is a standard method of prospecting, but it is often neglected.

Since good leads are worth money, dealers and salesmen find that it's worth while to pay delivery men for the leads they turn up in the kitchens they enter regularly. Utility companies that sell appliances also follow this practice to encourage leads from meter readers.

A block by block lead-getting service can be performed even by high school youngsters who are paid for their efforts, as a number of dealers in good residential areas have discovered.

### THEY'LL WANT BIG ONES

It seems likely that from now on a much higher percentage of 8-foot boxes can be sold to this market. People who have bought fives and sixes have outgrown them. During the last 10 years they have developed the habit of buying and storing much larger quantities of food than formerly.

You have only to visit 10 kitchens at random in one of the above-average residential districts to see that this is true. Look into the

refrigerators, and you find most of them packed to overflowing.

Before these users had become accustomed to the basic values of mechanical refrigeration they were willing to accept limitations in the amount of food they could keep in the kitchen. Today it's a different story. You'll find plenty of women who want a refrigerator large enough to prevent a cascade of groceries to the floor every time the box is opened.

### SELL UP, NOT DOWN

Again, this means selling your best 8-foot box at every opportunity. You can sell down as a last resort; so long as you have these made-to-order prospects for the top of the line, that's where you should concentrate your selling. That is merchandising in the best sense of the word—filling your customer's needs. In this series of articles we've covered the facts about the size of the 1940 replacement market. We've checked over some of the tremendous differences between today's quality bargains and the outworn boxes now in the homes of these prospects.

Beyond that, we've discussed practical, effective methods for selling the superior advantages of these quality bargains to replacement market prospects.

It's an election year, but you can leave the worrying about platforms to the Republicans and Democrats. The salesmen who are going after the replacement market with top-of-the-line quality bargains are all nominated. They have a Profit Platform for this campaign. And they're the men who will be elected to a full share of the profits in 1940's refrigeration sales.

## 'Parade of Inventions' To Show U. S. Gains Under Patent Law

WASHINGTON, D. C.—Undersecretary of Commerce Edward J. Noble and Commissioner of Patents Conway P. Coe will be speakers at a banquet April 10 in the Mayflower hotel, celebrating the sesquicentennial of the signing of the Patent Law by George Washington. A portion of the program will be broadcast over the NBC blue network.

In connection with the celebration, a "Parade of Inventions" will be staged in the Department of Commerce Auditorium on the afternoon of April 10 for the benefit of guests of the sesquicentennial, to tell the story of 150 years of industrial progress achieved under protection of the Patent Law.

George E. Hulise, president of American Society of Refrigerating Engineers, is a member of the national committee for the celebration, of which Charles F. Kettering is chairman and Harry F. Hopkins, Secretary of Commerce, honorary chairman. Thomas Midgley, Jr., president of American Chemical Society, is chairman of the executive committee.

### New Milwaukee Dealers

MILWAUKEE—Two new appliance stores opened here are those operated by Carl Theep at 523 W. Mitchell St., and by Edwin G. Koepp at 3247 N. Green Bay Ave.



## Every Virginia Cylinder Valve is Triple-Checked under ACTUAL WORKING CONDITIONS

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Finally—valve is sealed for shipment.

For jobbers and service men who buy in cylinder lots, Virginia's "Triple-Check" system means Profit Protection against loss of refrigerant—against inconvenience of imperfect operation.

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Here is the pile of discarded valves and valve parts which failed to pass Virginia's "triple-check" inspection and which await reconditioning.

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Vol. 13—Sept. 5 to Dec. 26, 1934.	Vol. 22—Sept. 1 to Dec. 29, 1937.
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## 'Central Service Carnival' Is a Buying Show



Ted Glou, owner of Central Service Supply Co. and promoter of the "Central Service Carnival," details the merits of the Master Service Manuals

to Emmett Sutherland, service man. In the background are August Ulbert of Alco Valve and Arthur Hohmeyer of Ranco. (Right) H. E. Reickelman,

manufacturers' agent, Martin Frary, Watertown, N. Y., and Charles MacArthur of Bush in the Bush exhibit at the show. (See story on page 13.)



J. D. Merkle of Ranco goes through a description of his company's products for the benefit of two Syracuse

service men, A. Strait and P. Pondelly. (Right) Two Central Service charmers, Gerry Seib and Ruth Fish, helped

out at the "headquarters" booth, where News and Manuals were displayed. The man is Alco's Ulbert.



George Clifford, Auburn; Sam Chiodo, Syracuse; Bill Soper, refrigeration engineer of Hotel Syracuse; hear

Gordon Jones and Fran House of Mueller Brass explain the soldering contest they staged for service men.

(Right) Visitors inspect Minneapolis-Honeywell equipment under the guidance of R. H. Perkins (extreme right).



J. Victor Ellenberger, Troy, learns about Tecumseh compressors from C. L. Babin, Tecumseh representative.

(Right) Charlie Rittling of Fedders in a discussion with Tom Kennedy, Onondaga Auto Parts, Frigidaire dis-

tributor in Syracuse, and Bill Fagin, engineer. Visitors evidenced real buying interest in all displays.



Service engineers met during the show to plan organization of a state association. Here are John Muller, president of Buffalo R.S.E.S.; Paul Cross, Syracuse; George Gardner,

Schenectady; C. L. Bailey, Syracuse; Fred Cameron, Buffalo; Mrs. John Bush, who acted as secretary at the meeting; and Mr. Bush, Buffalo. (Right) Ed Kellie of American Injec-

tor talks over oil separator problems with Arthur Snyder, service manager of Gould-Farmer, Syracuse G-E distributor, and C. E. Sweet, Geneva refrigeration man.



Cliff Grube of Mercoid (with pipe) talks controls with George Clifford, Auburn; L. S. Brown, Canton; and

Ray Coonrad of Central Service, Syracuse. (Right) Weldon C. Andrews, Syracuse service man, wins

the Mueller Brass Co. soldering contest with a time of 10 minutes and 5 seconds.



## 200 Servicemen Attend Two-Day 'Carnival' Staged By Syracuse Supplies Jobber

SYRACUSE, N. Y.—Focal point for refrigeration and air conditioning interests in this area last week was the "Central Service Carnival," a parts and supplies exhibition staged March 21 and 22 at Hotel Syracuse here by Central Service Supply Co., refrigeration supplies wholesaler with stores in Syracuse and Scranton, Pa.

The show drew an attendance of some 200 from the territories in New York and Pennsylvania served by the firm's two stores. In addition to the special displays set up by Central Service Supply Co., 13 manufacturers had booths to display their products to the jobber's customers.

### BUYING INTEREST SHOWN

Visitors at the show displayed a lively interest in the displays of the new products in refrigeration and air conditioning. Service men, dealers, and distributors in attendance fired questions at the representatives of the different manufacturers to get first-hand information on the new equipment displayed. The interest ball was kept rolling by a number of special features, including door prizes, games, contests, and refreshments.

In charge of the show was Theodore I. "Ted" Glou, head of Central Service Supply Co. Mr. Glou was a one-man gang, greeting visitors, talking with customers, and acting as master of ceremonies for the special features. But it took a full staff to keep the action going

smoothly, and Mr. Glou had plenty of assistance from Ray Coonradt, Steve Golden, Jim Coonradt, Ruth Fish, Gerry Seib, and Harriet Borne-man from the Syracuse store, and Jack Glou from the Scranton store.

An upturn in the refrigeration and air conditioning field was read into the activity at the show. Mr. Glou reported that visitors in many cases came to see and stayed to buy. The representatives of the manufacturers displaying at the show supported Mr. Glou's contention that the show was a good indication of increased activity this year.

### SOLDERING CONTEST

One of the most interesting features of the show was a soldering contest put on under the direction of Francis House of Mueller Brass Co. The contest was originated by a member of the Los Angeles chapter of R.S.E.S., and is designed to test the service man's ability and speed in soldering copper tubing and connections. Contestants were supplied with tubing and connections and were required to connect and solder the tubing into a square. When the job was completed a charge of gas was run through the open end to test for leaks. Points were taken off for defects as set up in the rules.

Winner of the contest was Weldon Andrews, service man from Syracuse, who completed the job in 10 minutes, and 5 seconds.

On Thursday afternoon members of R.S.E.S. chapters in Syracuse, Buffalo, and Schenectady met to discuss plans for a state association. Meeting was in charge of John K. Bush, vice president of the Buffalo chapter. Prior to the business meeting, the group was addressed by Ted Glou, who assisted Mr. Bush in making preliminary arrangements.

### EXHIBITOR FIRMS

Manufacturers which had displays at the show and their representatives were: Alco Valve Co., August Ulbert; Fedders Mfg. Co., C. L. Rittling; Virginia Smelting Co., John Eldridge; Tecumseh Products Co., C. L. Babin; Bush Mfg. Co., H. E. Reickelman and Charles MacArthur; American Injector Co., Ed Kellie; Minneapolis-Honeywell, S. H. Perkins and Joseph Stevens; Mueller Brass Co., Francis House and Gordon Jones; Gilmer Belt Co., Earl Snyder; Mercoid Corp., Clifford Grube; Ranco, Inc., J. D. Merkle and Arthur Hohmeyer; Julien P. Friez Co., Maurice Esser; Bonney Forge & Tool Co., C. H. Macan.

## N. Y. Servicemen Move To Form State Group

SYRACUSE, N. Y.—Representatives of the Syracuse, Buffalo, and Schenectady chapters of Refrigeration Service Engineers Society met in Syracuse last week to discuss means for forming a state association of the society.

The meeting, held in conjunction with the refrigeration exhibition sponsored by Central Service Supply Co., refrigeration jobber in this territory, was chairmanned by John K. Bush, vice president of the Buffalo chapter of R.S.E.S. The preliminary plans for the meeting were worked out by Mr. Bush with the assistance of Theodore I. Glou of Central Service Supply Co.

Representatives from the three chapters heard a proposed constitution and by-laws for the state association and voted to adopt both constitution and by-laws as the first step in forming the state group.

Temporary officers for the state association were elected at the meeting. The officers elected were: Mr. Bush, president; H. A. Presett, Syracuse, first vice president; C. L. Bailey, Syracuse, second vice president; Paul R. Cross, Syracuse, treasurer; E. W. Phillips, Rockaway Beach, L. I., sergeant-at-arms. Ernest C. Condon, Flushing, L. I., was elected director for members at large.

According to Mr. Bush, the next step is an application for a state charter which will be made to the national association in the near future. It is expected that the New York State association will be formed permanently some time next fall.

## Ferro Enamel Co. Head Urges Hoover's Return To Presidency In '40

CLEVELAND — Herbert Clark Hoover for next President of the United States—that is the theme of an editorial written by Robert A. Weaver, president of Ferro Enamel Corp., maker of porcelain enamel finishes, and appearing in that company's house organ, "The Enamelist," which reaches some 3,200 executives connected with the manufacture of refrigerators, appliances, or other porcelain-enamelled products.

"History shows," Mr. Weaver points out, "that Herbert Hoover was the victim of a world wide depression."

"Last year the Cleveland Trust 'Business Bulletin' printed the following: 'It is disconcerting to find out from data published by the League of Nations that the volume of industrial production in this country in 1938 was a smaller percentage of 1929 than it was in any of the other countries for which complete statistics are compiled.'"

"The chart explains itself. Using production in 1929 as 100, we find in '38 that United States is 72.3, whereas Canada is 90, United Kingdom, 115.7, Germany 126.2, Sweden 146, etc."

To augment his own arguments in Mr. Hoover's behalf, Mr. Weaver borrows from Jay Franklin, nationally known political observer and columnist, such statements as these:

"If foreign affairs are to be our chief national preoccupation during the next few years, Mr. Hoover is the only Republican with the background, training, and experience for the President of the United States."

"If Jim Farley reckons that Mr. Hoover would be as easy to beat in 1940 as in 1932, he had better think again. Memory of the 1932 crisis has faded, while Mr. Hoover's familiarity with international affairs and his reputation for exporting humanitarianism (Belgium and Finland) would make him far from being a pushover."

### Correction

On page 7 of the March 6 issue of AIR CONDITIONING & REFRIGERATION NEWS, in a survey of Texas dealer opinion on 1940 refrigerator prices, one "Joe D. Payne" was stated to have been connected with the Beckett Electric Co., Dallas, and to have said that this firm is a "dealer for Norge, Frigidaire, and Servel refrigerators."

The Beckett Electric Co. is not a distributor or dealer for any of the above-mentioned makes of refrigerators, and officials of the firm declare that Joe D. Payne is not connected with the Beckett Electric Co.

"Joe D. Payne" was the name signed to the questionnaire which contained the above information, and which was used as part of the survey.

Apparently "Joe" is the kind of fellow who likes to have fun with questionnaires.

## 283 Refrigerators Sold By Carolina Dealers In Jan.

RALEIGH, N. C.—During the month of January, electrical appliance dealers in the territory served by Carolina Power & Light Co. sold 283 household refrigerators, 238 ranges, 65 water heaters.

## THE BUYER'S GUIDE

● Tyler dealers and distributors have an even bigger sales and profits advantage for 1940. The new Tyler line again steps ahead of the field with exclusive improvements, massive new beauty, and new models that open still wider sales fields. Tyler's perfected Welded-Steel construction and Tyler's standardized, large scale production create unmatched values. With the Tyler line you'll find it easy to step up your volume and profits. Your territory may be open. Write or wire—today.

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*The Standard of the Industry*

**Kerotest Manufacturing Co.**  
Pittsburgh, Pa.

**A/E Froz-n-Food Lockers**

Sold Only Through Dealers  
Will Add to Your Income  
Quickly, Easily  
Write for Descriptive Folder

**ALL-STEEL-EQUIP COMPANY, INC.**  
104 Kensington Avenue  
Aurora, Illinois

**BUNDY TUBING**

Copper-Braced Steel. Copper Coated Inside and Out. Sizes: 1/4" to 3/4" O.D.

**BUNDY TUBING CO., DETROIT**

## WILSON SYSTEMS OF MILK-COOLING

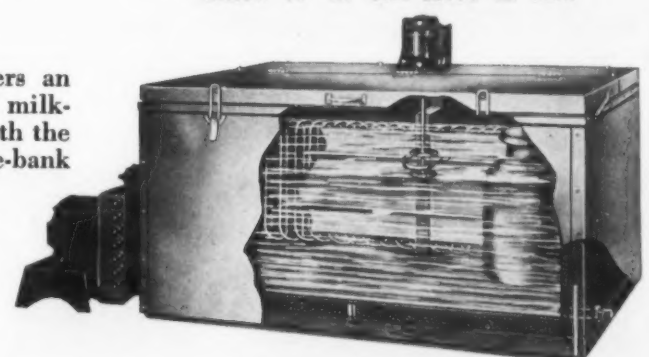
YOU CAN SELL WILSON because WILSON offers an exclusive LIFE-TESTED Cooler for every type of milk-cooling requirement. . . . The VERTI-COIL cooler with the RAPID-COOLER AGITATOR uses the only efficient ice-bank method for extremely fast cooling of two milkings daily. The trouble-free agitator has one moving part, ball-bearing mounted. . . . ALL WILSON CABINETS have a margin of reserve that means LONG LIFE with a MINIMUM of service and cost. GET THE FACTS about the WILSON SYSTEMS, THE COOLERS THAT SELL.

WRITE  
FOR  
DETAILS

**WILSON CABINET CORP.**

SMYRNA  
DELAWARE

THIS SIX-CAN VERTI-COIL COOLER WITH RAPID-COOLER AGITATOR WILL COOL SIX CANS OF MILK NIGHT AND MORNING BELOW 50° IN ONE HOUR OR LESS





**Handbook of AUTOMATIC REFRIGERANT CONTROL**

To Get Your FREE Copy See Your ALCO Jobber

ALCO VALVE CO.  
2620 Big Bend Blvd., St. Louis, Mo.

### Virginia Dealers Move

ALEXANDRIA, Va.—Two local appliance dealers—Hinken & Son and Virginia Appliance & Service Co.—are moving to new locations here.

### A MODEL FOR EVERY NEED

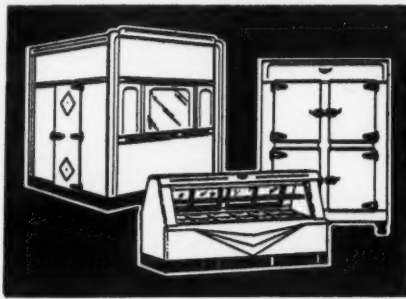
Widest variety of standard stock sizes and styles in the industry.

The one-quality—all porcelain line.—

Protected by Famous Fogel Lifetime Vision. Hundreds of successful dealers. Some territories still available.

INQUIRE TODAY

**FOGEL REFRIGERATOR COMPANY** Since 1899  
16th & Vine Sts., Phila., Pa.



### GENUINE GRUNOW PARTS

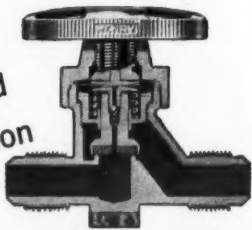
USE GENUINE CARRENE AND AVOID TROUBLE

LOOK FOR OUR LABEL ON THE CAN

Grunow Authorized Service, Inc.  
4313 Fullerton Ave., Chicago, Ill.

**HENRY** BALANCED-ACTION DIAPHRAGM PACKLESS VALVES

Non-Directional... Inlet and outlet lines because of Balanced-Action may be connected to either port.



RECOMMENDED AND SOLD BY LEADING JOBBERS  
HENRY VALVE COMPANY  
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CHICAGO, ILL.



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Chapter 9

#### THE HERMETIC STORY

LARGE CITY CODES PERMIT COMMERCIAL HERMETIC INSTALLATIONS IN MANY CASES WHERE CONVENTIONAL UNITS ARE RULED OUT OR CAN BE INSTALLED ONLY AT GREAT EXPENSE.

WRITE TODAY FOR FULL STORY

**TECUMSEH PRODUCTS CO., TECUMSEH, MICH.**  
Canadian distributor: Refrigeration Supplies Co., Ltd., London, Ontario

#### A tight system calls for FITTINGS THAT WILL STAY TIGHT

IMPERIAL S. A. E. flared fittings have been setting a mighty fast pace in the air conditioning and refrigeration field... and their rapid acceptance by installation and service men is based on results. Imperial fittings are tight when the job is finished and they stay tight.

Write for catalog covering complete listing of sizes and prices.

IMPERIAL BRASS MFG. CO., 565 S. Racine Ave., Chicago



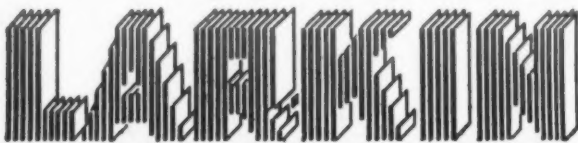
**S. A. E. FLARED FITTINGS**  
Brass forged nuts, tees, elbows and crosses — will not crack. Heavier and stronger than standard—non-porous—no seepage or season cracking. Tees and elbows have flats for wrench.

**IMPERIAL Fittings** ORDER FROM YOUR JOBBERS  
VALVES • TOOLS • CHARGING LINES • FLOATS • DEHYDRATORS • STRAINERS

### Be Sure

that you sell the industry's leading Refrigeration Products. They'll not only make you money, but they will win you satisfied customers that will come back again and again! Larkin Products won't let you down because efficiency is built in every item.

See Your Jobber or Write today for New Catalog



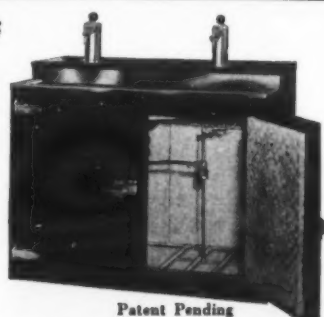
**COILS, Inc.**

519 Fair St., S.E.  
ATLANTA, GA.

Originators of The Cross Fin Coil

#### Now... Air Cooled Tapping Units in PERLICK DIRECT DRAW DISPENSERS

The complete new 1940 line of Perlick Direct Draw Dispensers now features air cooled tapping units. Another point of superiority in favor of this line that is recognized the leader! Sold with or without compressor, but with evaporator and tapping equipment. An ideal, extra-profit line for refrigeration dealers!



Write today to— **R. PERLICK BRASS CO. IN MILWAUKEE**

### One Group of Dallas Servicemen Organize; Others Will Watch

(Concluded from Page 1, Column 3) to the organization by certain of the trade in Dallas was based on the fear that such an organization might serve as an opening wedge for a program of unionization of the service engineers in Dallas and their reduction to the level of "mere workmen."

The group sponsoring an organization claims a charter membership, either signed or promised, of between 25 and 30 members, and is said to have written to the Refrigeration Service Engineers Society for recognition as Lone Star Chapter No. 1.

Temporary officers elected are H. W. Cline, Southern Refrigeration Co., president; C. W. Barrown, an independent contractor, first vice president; T. J. Bond, Bond Refrigeration Co., second vice president; M. D. James, treasurer; and Miss Elizabeth Bibb, Bibb Refrigeration Co., secretary.

These officers were named to serve temporarily. First formal meeting of the group is scheduled for the first Monday in April.

On motion of J. H. McDowell of Dallas Air Conditioning Co., the meeting voted to taboo as subject for discussion at any meetings of the group, any matters which were not obviously ones of educational or social association with the interests of the association.

One of the fears expressed by the group which opposed the organization was that several of the other group had come to Dallas in recent years, and had held memberships in unions in other cities in which they had worked.

A checkup on the group forming the Dallas society reveals that four or five of them, including Mr. McDowell, had held union cards, but were no longer active in the unions.

The group opposing the society had met also last week and formed a loosely knit organization "purely voluntary" in nature and aimed to "provide an opportunity for meeting and exchanging experiences." A committee was named to meet this week to complete the plans for this organization, but whether the idea will be abandoned in view of the fact that another association has already been formed, has not as yet been made known.

### Move To Organize ASRE Section In Pittsburgh

PITTSBURGH—Organization of a Pittsburgh section of American Society of Refrigerating Engineers was the goal of a meeting held March 25 in the Roosevelt hotel, to which all persons connected with branches of the refrigeration and air conditioning field were invited.

J. S. Forbes, president of Superior Valve & Fittings Co. and head of Refrigeration Equipment Manufacturers Association, was chairman of the local meeting. He also spoke on "Refrigeration in Pittsburgh."

Other speakers included H. W. Reding, manager of the air conditioning division of Danforth Co., whose subject was "Experiences in Air Conditioning," and Prof. F. H. Stiening of University of Pittsburgh.

George Q. Weddell, manager of York Ice Machinery Corp., and David L. Fliske, national secretary of A.S.R.E., led the general discussion which followed the talks.

### Refrigerator Exports Total 5,542 Units In January

WASHINGTON, D. C.—Exports of electric refrigerators during January totaled 5,542 units with an estimated value of \$455,902, the Bureau of Foreign and Domestic Commerce reports. This compares with exports of 6,319 units valued at \$501,325 in the same month of 1939.

Exports of commercial refrigerators up to 1 ton totaled 731 units, valued at \$95,395, as compared with 1,127 units valued at \$112,826 in January last year. Exports of refrigerator parts dropped to a volume of \$399,528, as compared with \$453,025 last year. Air conditioning units and parts had exports totaling \$29,189 during the month.

### CLASSIFIED ADVERTISING

REPLIES to advertisements with Box No. should be addressed to Air Conditioning & Refrigeration News, 5229 Cass Ave., Detroit, Mich.

#### POSITIONS WANTED

POSITION WANTED by an air conditioning service engineer, who is willing to take a job in either air conditioning or refrigeration. I am a graduate of the Industrial Training Institute of Chicago. For further reference, write MR. UNO MAKI, Box 42, Zim, Minn.

YOUNG MAN, I.T.I. graduate, wishes to get into the refrigeration or air conditioning industry. Willing to start at the bottom as a helper and at a small salary. Best references, very hard worker, have a car, willing to travel if necessary. STANLEY JURCZYK, 1717 Brevier Ave., Cleveland, Ohio.

#### POSITIONS AVAILABLE

THREE POSITIONS in leading tropical markets for single, adaptable and self-reliant men experienced in sales, application and service of self-contained air conditioners with 1/2 to 15 tons capacity. Initial salaries \$3,000-\$4,500. If of executive type with these qualifications, send full particulars, in confidence, to WAYNE CLEMENS, REMINGTON AIR CONDITIONING COMPANY, 44 Beaver St., New York City.

#### REPRESENTATIVE AVAILABLE

MANUFACTURER'S REPRESENTATIVE calling on refrigeration jobbers and dealers in Detroit and Toledo areas handling well known low-side equipment is in position to handle another line. Correspondence kept strictly confidential. E. T. KLEE, 2008 West Grand Blvd., Detroit, Mich., Phone Tyler 4-8050.

#### BUSINESS OPPORTUNITIES

MY CLIENT, a retired refrigerator manufacturer, desires to re-enter the refrigeration industry. He is interested in financing the manufacture of any worth while commodity related to refrigeration or air conditioning, particularly the manufacture of items covered by patents or patents pending. Write: CHARLES PINCUS, Attorney, 9 E. 40th Street, New York City.

#### EQUIPMENT WANTED

SPOT CASH paid for surplus refrigeration equipment such as compressors, motors, controls, fittings, copper tubing, shut-off valves, automatic water valves, special tools, etc., and all types complete units. No quantity too large. Send full particulars. W. W. JAMES, 1144 Ward Ave., Bronx, N. Y.

WE SEEK TO purchase accumulated lots of trade-in boxes on yearly contract for cash, F.O.B. your warehouse. We will purchase these boxes whether running or not and will take all of your trade-ins. Act now to cover yourself on this year's trade-in sales. We are also interested in purchasing for cash all types of refrigerator accessories and parts. Write for details to the ASSOCIATED REFRIGERATOR PLANT, INC., 3028 W. Hunting Park Avenue, Philadelphia, Pa.

WE BUY SURPLUS, discontinued stock of refrigeration parts, controls, gauges, expansion valves, valves, regulators, compressors, units, evaporators, belts, trays, hardware, fittings, motor parts, condensers, and motors. Submit quantity and price or send sample. ADAMS SUPPLY CO., 2074 Webster Ave., New York, N. Y.

#### EQUIPMENT FOR SALE

DEALERS AND SERVICEMEN—Offering Kelvinators, General Electrics, Westinghouses, Frigidaires, as is, as low as \$10.00 each, guaranteed fully equipped. Frigidaire compressor units, all sizes, guaranteed in perfect condition. We have brand new boxes, all makes, at below dealers' prices. Write for prices! LANDOR WAREHOUSE, INC., 53 East 10th St., New York City.

FOR SALE. A quantity of one ton air conditioning low-sides, completely equipped with Walnut, Mahogany, or modern cabinets, coils, fans, thermostatic expansion valves, etc. Suitable for multiple installation. Priced at \$15.00 and \$25.00. Brand new and original crates. Write: A. J. ASCH, JR., 3028 W. Hunting Park Ave., Philadelphia, Pa.

BRAND NEW General Electric and Frigidaire units complete with pressure control: 1/2, 3/4 and 1 Horse Power. New 1/2 and 3/4 Horse Power Frigidaire compressors. New 1/2 and 3/4 Horse Power General Electric bent over compressors. All brand new merchandise packed in individual cartons. GENERAL REFRIGERATORS CORP., 518 East 20th Street, New York City.

#### REPAIR SERVICE

FREE HERMETIC CATALOG complete with prices on refrigerator units, rebuilding and exchange service. General Electric, Westinghouse, Majestic, Frigidaire and a complete stock of Grunow compressors and parts. Immediate shipment. For your copy specify catalog A. SERVICE PARTS COMPANY, 1101-3 North 24th Avenue, Melrose Park, Illinois.

CONTROL REPAIR service. Your controls repaired by expert mechanics, with special precision equipment. Supervised by graduate engineers. We stress perfection and dependability before price. One year guarantee on domestic controls. Any bellows operated device repaired. HALELECTRIC LABORATORY, 1793 Lakeview Road, Cleveland, Ohio.

CONTROLS RECONDITIONED like new. Precision work by experts. "Years of Satisfied Customers," our motto. All work guaranteed for one year. Try us and be convinced of our unexcelled service.

Special prices in quantity lots. For further information write: UNITED REPAIR CO., INC., 342 W. 70th St., New York City.

G. E. DR1-DR2-\$27.00; Domestic Westinghouse \$27.00; one year unconditional guarantee. Place order for any model G. E. or Westinghouse sealed unit. Shipment will be made from stock same day. Return old unit later. Our production line turns out completely rebuilt sealed units mechanically comparable to manufacturer's with replacement service inferior to none at prices that enable you to realize profit on resale. Send for complete replacement schedule. REX REFRIGERATION SERVICE, INC., 2226 S. State, Chicago, Ill.

#### PATENTS

HAVE YOUR patent work done by a specialist. I have had more than 25 years' experience in refrigeration engineering. Prompt searches and reports. Reasonable fees. H. R. VAN DEVENTER (ASRE), Patent Attorney, 342 Madison Avenue, New York City.

**GET PEAK PERFORMANCE** with SPORLAN  
Controlled Performance VALVES

**Jomoco**  
CONDENSING UNITS  
Precision built for efficient operation.  
GALE PRODUCTS  
1635 Monmouth Blvd. Galesburg, Ill.

**PENN** AUTOMATIC CONTROLS AND SWITCHES  
Protect the reputation of your product  
Write for Catalog  
PENN ELECTRIC SWITCH CO.  
GOSHEN, INDIANA

**Use CHICAGO SEALS** for seal replacements  
A complete line in all sizes  
CHICAGO SEAL CO.  
20 North Wacker Dr., Chicago

**Finned Tube Products**  
Since 1907 for COOLING, HEATING and AIR CONDITIONING  
Bush Mfg. Co.

**REMPE Knows**  
FIN COILS  
PIPE COILS  
ask REMPE  
340 N. Sacramento Blvd., Chicago

**DISPLAY CASES**  
Write for details of this sensational new 100% PORCELAIN Display Case line.  
MIDWEST MFG. COMPANY  
Galesburg, Illinois

A COMPLETE LINE OF COMMERCIAL REFRIGERATORS AND DISPLAY EQUIPMENT  
STAINLESS STEEL  
GLOEMER MANUFACTURING CO.  
WRITE FOR OUR NEW CATALOG

**Sells Faster Because It Cools Faster!**  
IDEAL SPEED COOLER  
Ideal Beer Cooler Co.  
2953 Easton Ave., St. Louis, Mo.

The best shaft seal on the market -- an opinion universally conceded.  
See your jobber  
Rotary Seal Co., Chicago, Ill.

**UNIVERSAL COOLER**  
The Seal of Quality Since 1922  
DETROIT



## Ohio Locker Association Formed To Promote 'Advancement of Industry'

Wide Range Program Launched To Educate Both Frozen Food Consumers & Plant Operators

COLUMBUS, Ohio—Formation of the Ohio Frozen Food Locker Association has been completed, and 30 of the state's 37 locker plants already have joined the organization as active members. Eight other firms and individuals in allied fields have been listed as associate members.

Announced purpose of the association is "the advancement and improvement of the frozen food locker industry by encouraging and fostering high ethical standards of uniform good business practice in the industry within the state, and cooperation of all members by the interchange of ideas and of business methods as a means of increasing the efficiency and usefulness of their plant facilities to the public in general."

### OFFICERS ELECTED

The following officers have been elected: L. G. Watson, Wooster Food Storage Corp., Wooster, president; G. G. Kenny, Highland Dairy Products Co., Hillsboro, vice president; B. L. Mishey, City Ice & Fuel, Columbus, secretary-treasurer.

In addition to the officers, these men were named to the association's board of directors: H. C. Bowman, Producers Creamery Co., Celina; Claude Weaver, Weaver's Clover Farm Store, Washington Court House; C. F. Werner, Jacob Werner

& Sons, Wapakoneta; R. E. Yauger, Crystal Ice & Storage Co., Kenton.

Associate members of the association are: Armstrong Cork Products Co., Columbus, R. B. Breneman; Central Ohio Paper Co., Columbus; York Ice Machinery Corp., Columbus; York Ice Machinery Corp., Cleveland, C. J. Schurman; Johns-Manville Corp., Cleveland, Saul Smith; Department of Animal Husbandry, Ohio State University, Columbus, Lawrence Kunkle; Frick & Co., Columbus; Union Service Corp., Columbus, Forrest Smith.

### OPENING GUN

All lockermen in the state were invited to attend the group's first meeting last January at Ohio State University. The invitation was extended by Lawrence Kunkle of the school's department of animal husbandry who acted as temporary chairman of the association until the election of officers. Mr. Kunkle, together with the university's extension department and numerous county agents, was instrumental in forming the group.

Group promotion and consumer education will be undertaken under a wide range program directed by a committee yet to be appointed. First phase of this program is already under way, with a number of members using a cooperative promotion in which complimentary dishes of frozen foods are served at women's club meetings, and at the meetings of such groups as the Grange, or Parent-Teachers associations. Sometimes sample packages of frozen foods are distributed. Lecturers are provided, and a sound film is used to detail the merits of the locker storage idea.

Emphasizing the fact that the association was formed to maintain high locker plant standards within the state, Secretary-Treasurer Mishey pointed out that in other sections many plants have been built which were poorly constructed and inadequately serviced.

### COSTS IMPORTANT

These conditions, he explained, have resulted in the ruinous cutting of rentals, in some cases below operating costs, enable the operators to get out from under their original investments. Many operators, he declared, do not know their actual costs of construction and operation. The association advocates a rental of \$12 per year per locker.

To further aid in the maintenance of high standards, Mr. Mishey said, the association will undertake to contact persons planning to enter the locker plant field in Ohio and induce them to talk with operators of established plants in order that these prospective operators may understand the requirements, costs, and limited profit possibilities of the business. It is hoped that this phase of the association's activity will help to confine the new plants to high type operators and will reduce speculation.

Location, name, and manager (where known) of each of the 37 frozen food locker storage plants now operating in Ohio is given in the following list:

Bellaire, Koehnline Ice & Storage Co., F. H. Wassmann; Bellefontaine, Frozen Food Locker Service, W. H. Barlup; Bellevue, City Ice & Fuel, Lloyd Eberly; Bowling Green, B. G. Zero Locker Co., Fred Karg; Bryan, Dove Ice Cream Co., Mrs. Ed Frapier.

Celina, Producers Creamery Co., H. C. Bowman; Columbus, City Ice & Fuel, Roy R. Smith; Dayton, City Ice & Fuel, E. J. Doody; Delaware, City Ice & Fuel, George Marburger; Eaton, Flory Ice & Coal Co., Harry Flory.

Fort Recovery, Farmers Equity Union Creamery Co., H. C. Pothast and Harry Wuebbelin; Greenville, Producers Creamery Co., Cheslie Bailey; Grove City, Haines Electric Co.; Groveport, City Ice & Fuel, G. W. Woerlein; Hillsboro, Highland Dairy Products, G. G. Kenny.

Jamestown, Hyle's Market & Cold Storage Co.; Kenton, Crystal Ice & Cold Storage, R. E. Yauger; Lima,

Lima Ice & Fuel Co., H. W. Kesler; Marion, Marion Ice & Fuel, John Lockstead; Marysville, Asman & Co., W. C. Asman.

Medina, Tibbett Ice Cream Co.; Mt. Gilead, Crystal Ice Co., C. C. Millard; Mt. Sterling, City Ice & Fuel, Russell Knapp; Newark, Newark Ice & Coal, James Fullen; Newcomerstown, Newcomerstown Produce Co., R. H. Brumbach.

New Lexington, W. A. Clouse Co., W. A. Clouse; Norwalk, Maple City Ice Co., W. V. Hipp; Piqua, Pioneer Electric Co., A. E. Halderman; Sandusky, City Ice & Fuel, Leo Missig.

Sidney, Citizens' Fuel & Ice Co., C. L. Mechling; Springfield, Hackett Fruit & Cold Storage, C. F. Kramer; Toledo, Toledo Food Lockers, E. W. Defries; Upper Sandusky, Upper Sandusky Cold Storage, Roy Little.

Urbana, Urbana Food Lockers, Mr. Vernick; Wapakoneta, Werner's Zero Locker (Jacob Werner & Sons), C. F. Werner; Washington Court House, Weaver's Clover Farm Store, M. E. Weaver; Wooster, Wooster Community Food Storage Corp., L. G. Watson.

## Rapid Assembly Featured In New Durabilt Lockers

AURORA, Ill.—Rapid "snap on" assembly requiring no bolts or nuts and reducing erection costs is claimed as the outstanding feature of the new line of "Lockerators," or cold storage lockers, manufactured by Durabilt Steel Locker Co.

These lockers are available in four different units—one with two drawers, one door type locker, a two door unit, and a three door unit. Drawer units are shipped set up, but all other sections are shipped in knocked-down form ready for assembly.

This assembly is said to be quickly and easily accomplished without the use of tools by merely snapping the various sections of each unit into place. Because of this method of assembly, all parts can be removed for cleaning or sterilizing at any time, and can be replaced just as simply as they were originally assembled. Furthermore, this can be done without disturbing adjacent storage compartments.

The sectional or unitized nature of the line makes for extreme flexibility in arrangement, it is said.

Finish of all units is baked-on synthetic enamel. On standard equipment, door frames are black, door and drawer fronts are white, and all other parts are gray. Other color combinations can be obtained on special order, however.

Each locker is equipped with a turn-bolt type of lock, and each has its own polished nickel number plate with black-filled numerals.

## Cooperative Organized To Build Ala. Locker Plant

THOMASVILLE, Ala. — Clark County's newest enterprise is the Central Electric Refrigeration Cooperative, which was organized recently for the purpose of building a meat curing, cold storage, and frozen food locker plant in the vicinity of Grove Hill. Food lockers with about a 300-lb. capacity, will be constructed and rented to 200 persons.

James S. Pugh, of Grove Hill, is president of this corporation, and G. L. Whatley, of Whatley, is secretary-treasurer.

## St. Louis ASRE Hears William Goodman

ST. LOUIS—Design and function of the Trane Turbo-Vacuum refrigerating unit was outlined to members of the local section of American Society of Refrigerating Engineers at their March meeting in Hotel Chase by William Goodman, chief engineer of Trane Co. His talk was illustrated with lantern slides.

A colored movie on "Freezing Citrus Juices" was shown through cooperation of California Consumers Corp.

## HyDroLoc Individual Lockers

have the call. Many unusual advantages not found in others.

Sold only thru distributors of refrigeration and insulation.

Get our proposition

Master Refrigerated Locker Systems, Inc.  
121 Main St. Sioux City, Iowa

## PIONEER MANUFACTURERS OF EXTENDED SURFACE

*McQuay*  
MINNEAPOLIS MINNESOTA

## Eliminate BURNED-OUT COMPRESSOR BEARINGS with AMINCO OIL SEPARATORS

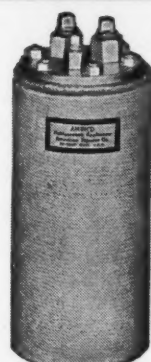
There's no need for burned-out compressor bearings. By installing an AMINCO Automatic Oil Separator, oil, which is mixed with refrigerant gases is automatically returned to the crankcase where it belongs and where it will do the most good.

An AMINCO Oil Separator will also prevent oil logged evaporators, the formation of hard carbon and wax deposits, and will increase the efficiency of the unit.

New extra heavy electrically welded steel shells withstand higher pressures without breakage or deformity. This feature is essential with "Freon" units. Insulated shells maintain gas pressures and avoid condensation. Sizes from 1/4 to 120 tons.

## AMERICAN INJECTOR CO.

Pacific Coast—Van D. Clothier, 1015 E. 16th, Los Angeles  
Export: Borg-Warner International Corp.,  
310 S. Michigan Ave., Chicago, Ill.



## Gilmer's "Eye-Ful" Tower Merchandiser with Handimeter

... complete with 35 most popular-sized belts... pays \$13.92 clear PROFIT!

Order it today! Make it Your "On-the-counter" F.H.P. Belt Department



For details write to L. H. GILMER COMPANY

Tacoma, Philadelphia

## THE NEW KOCH Crispeteria



One of Many outstanding Koch Products in the complete line of Koch Commercial Refrigerator Cabinets. Write for details concerning open territories.

**KOCH REFRIGERATORS**  
NORTH KANSAS CITY, MO.

## RANCO Has the Answers for Your Replacement Problems!

Plenty of "answers"—and they're all correct! General Replacements for an exceptionally wide range of applications. And more Exact Replacements—far more—than you'll find in any other line.

Household and Commercial Control Replacements of characteristic Ranco dependability—built to save the time of service men—are ready for you now, at your jobber's.

**RANCO Inc., Columbus, Ohio, U.S.A.**



## FREE! 16 pages of practical information on Anaconda Copper Refrigeration Tubes



THE AMERICAN BRASS CO.

FRENCH SMALL TUBE BRANCH  
General Offices, Watertown, Conn.

## Filtrine

Water Coolers—Filters  
Cafeteria—Industrial  
Commercial Remote  
Surge Tanks Pipe Coils  
Filtrine Mfg. Co., Brooklyn, N. Y.

## Dayton

### V-BELTS

Silent, vibrationless, dependable, long-lasting. Powerful grip prevents slippage. A nearby distributor carries a complete stock for appliances and machines.

THE DAYTON RUBBER MFG. CO., DAYTON, OHIO  
World's Largest Manufacturer of V-Belts

## MAYFLOWER

Commercial Refrigeration Compressors  
made by  
Hardy Manufacturing Co., Inc.  
126 Davis Ave., Dayton, O.

ACME INDUSTRIES, INC.  
JACKSON MICHIGAN  
EVAPORATIVE AMMONIA  
FREON CONDENSERS



## Conditioning of Test Houses In Singapore May Open Market

SINGAPORE—If the plan of the Singapore Improvement Trust to build four houses in Ridley Park with special specifications for air conditioning proves successful, it is considered likely that in 20 years there will be few houses here which are not air conditioned.

The Trust plan gives the houses, which are being built for the Trust's staff, lower ceilings. A municipal committee acting under a section of the municipal ordinance, has agreed to waive a building by-law stipulating the minimum heights of the ground and upper floor stories. The regulation minimum heights of 10 feet for the ground floor, and 9 feet for the upper floor, were waived to 9 feet and 8 feet 6 inches respectively. The problem of the houses being at variance with building regulations will have to be further considered.

### FLEXIBILITY A FEATURE

The air conditioned parts of the house will be the lounge, dining room, servery, and kitchen, on the ground floor, and three bedrooms and two dressing rooms on the top floor. In addition, the houses will have servant's quarters, garage, and a box room, while there will be a loggia leading into the entrance hall, and a veranda outside the main bedroom. Any three rooms can be air conditioned at one time, or only one room. In cool weather the installation may be switched off, for the plans of construction provide for ample light and ventilation when the air conditioning plant is not required.

This is an attempt to prove that an air conditioned house will be cheaper to build than an ordinary house, because of the smaller building requirements. The cost of running the air conditioning plant will be met, it is contended, by the fewer servants required for such small houses. Running costs of such an air conditioning plant, used rationally, should, it is stated, be between \$20 and \$25 a month. It is believed that a saving of several thousand dollars will be made in the building of fully air conditioned houses, as compared with the ordinary high ceilinged buildings.

## Bus Line To Condition 114 Coaches By June

ST. LOUIS—American Bus Lines, Inc., serving southwestern Illinois and eastern Missouri, has announced that its 114 buses over the territory extending from Poplar Bluff to St. Louis and east to Harrisburg, Ill., will be completely air conditioned by the end of June.

Each bus will use a ½-hp. compressor, with overhead coils to replace the former luggage-rack space. Temperatures will be designed to keep the interior at a maximum of 80° F.

### Air Conditioning Code Proposed In Lincoln

LINCOLN, Neb.—A proposed code of regulations governing the design and installation of air conditioning equipment in this city has been submitted to the city council by the Lincoln Engineers Club.

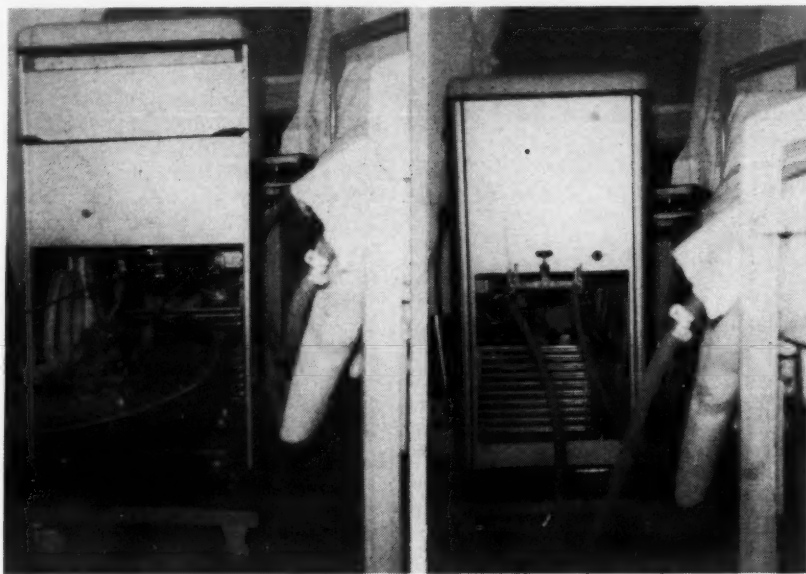
Dave Erickson, head of the city's public improvements department, said his engineers had been studying this matter ever since the first air conditioning installation was made here, and that the council recognizes the need for some sort of regulation.

### Newcomer

NEWARK, N. J.—T. & T. Refrigeration Service, Inc., Frigidaire commercial dealer, has announced its entry into the air conditioning field. The firm will operate in Essex and Union counties.

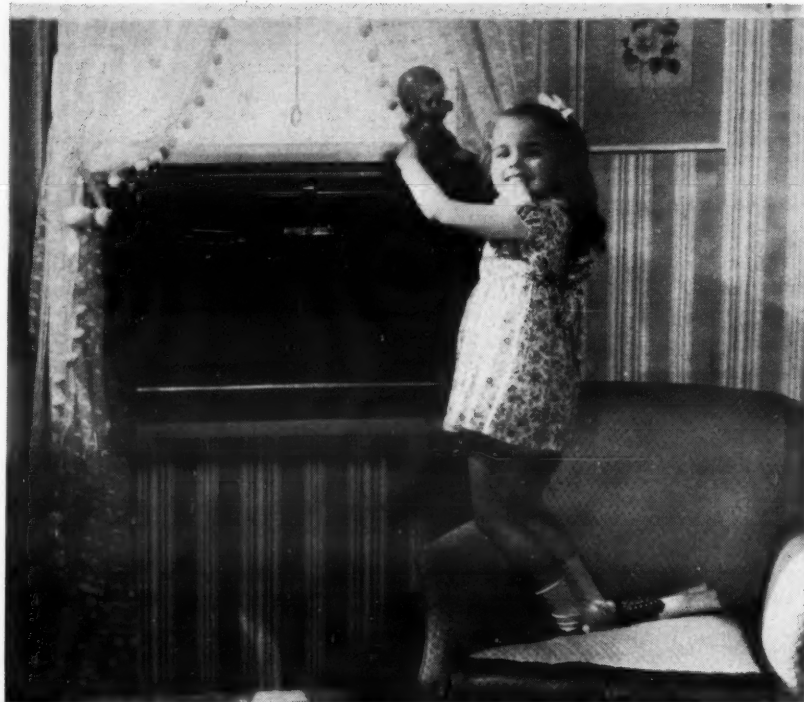
Commercial and residential air conditioning jobs will be handled, with emphasis on summer cooling for offices, stores, and restaurants.

## Water Cooler and Room Conditioner Find Use In 'Frozen Sleep' Treatment

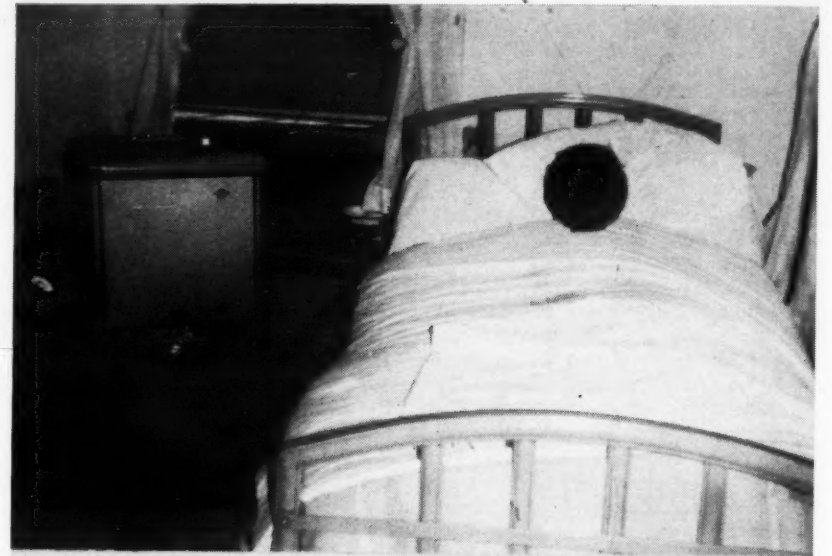


Front and rear view of the liquid cooling mechanism used to effect "human hibernation" of cancer sufferers and dope addicts.

### G-E's New Window Cooler



This ½-hp. "plug-in" unit extends only 9 inches into the room, yet is said to have a net cooling capacity of 5,000 B.t.u. per hour.



(Above)—The converted water cooler in operation. (Below)—Nurse checks the resistance thermometer. Against the wall is the room cooler used to hold the room at 55 to 60° F. after the patient's body temperature has been reduced to about 85 or 88° F.

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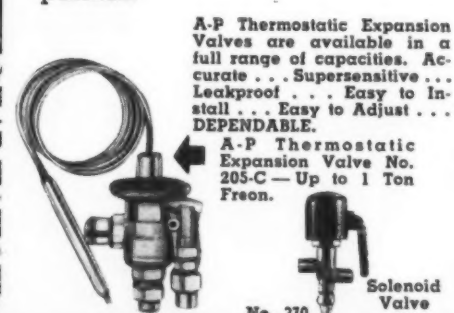


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